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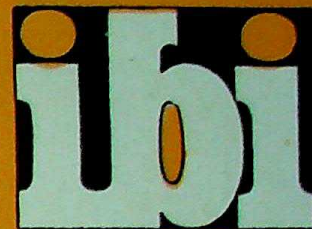
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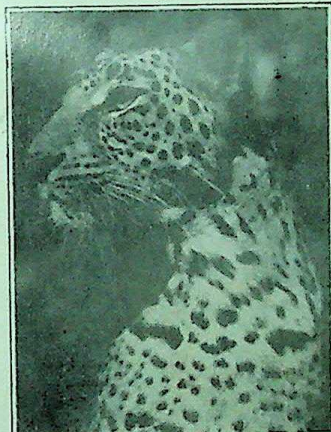
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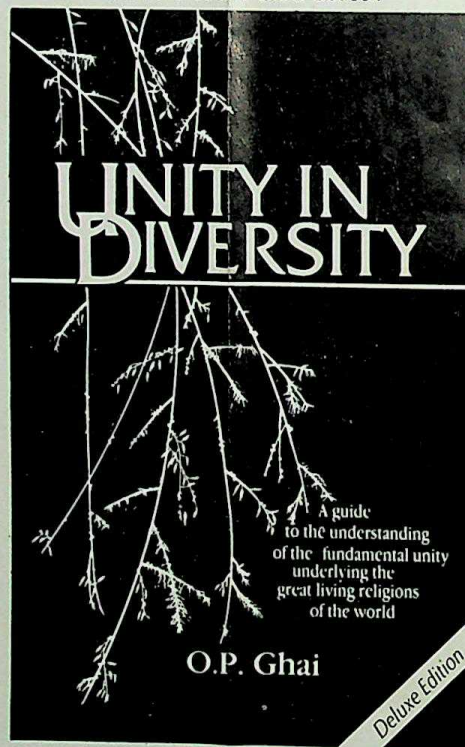
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The Biggest Book Fair in Asia

The 7th New Delhi World Book Fair, the biggest book fair in Asia, was inaugurated by Mr. R. Venkataraman, Vice-President of India, on February 7, 1986, at 11.30 A.M. at Theatre Hamsdhwani located inside the picturesque Pragati Maidan. The Fair, organised by the National Book Trust in collaboration with book trade federations, continued up to February 17.

Spread over an area of 25,100 sq. meters, the participants were housed, inside the Africa and Arab Pavilion, the Nilgiri Pavilion, the Lakeview Pavilion, the Exhibition Complex, the Hall of Nations, the Hall of Industries, Hall No. 1 and the Science and Technology Pavilion.

Approximately 550,000 books on a wide variety of subjects were displayed by the 550 Indian participants and over 80 overseas publishers and booksellers representing almost 35 countries.

In his inaugural speech Mr. Venkataraman commended the NBT for organising the Fair, calling it a "garden of literary blossoms", and praised its efforts to popularise children's literature. He asked the publishers to produce quality books for children. He said publishing was more than a business activity; it was also a social responsibility. He urged the publishing industry to produce quality books at cheap prices.

Earlier, in his welcome address, Mr Krishna Kripalani, Chairman, National Book Trust, referred to the Fair as "one of the very important book promotion projects of the Department of Education, Ministry of Human Resource Development, Government of India. He said some senior officer of the

Frankfurt Book Fair secretariat were present at the Fair to make preliminary arrangements for the 1986 Frankfurt Book Fair which has India as its theme. "Apart from a wide ranging discussion with their Indian counterparts the West German officials were expected to select a number of books for display at the Frankfurt Fair starting from October 1", Mr. Kripalani added.

On February 8, 9, and 10, an international seminar on "Children and Books in an Information Age" was organised by the NBT with financial assistance from UNESCO. Inaugurating the seminar, Mr. K. Natwar Singh, Minister of State for Fertilizer, and himself a distinguished author, dispelled the notion that the audio-visual media adversely affected book reading, particularly among children. This apprehension, he said, was unfounded as one could see from the example of the USA, where the penetration and proliferation of the audio-visual media was much more pronounced than in India today, and yet the annual growth rate of certain types of books in that country was as high as 20 per cent.

Others who spoke on the occasion included Dr (Ms.) Nancy Larrick of the USA, who underlined the need to provide beautifully printed and illustrated books for children.

The well-known film maker, Sai Paranjpye, talked about the impact of TV on young minds and said the 'canned stuff' offered by it was not always good. It was, therefore, necessary to ensure that TV did not replace the book.

Mr. Philip Attenborough, a noted

publisher from the U.K., however, considered the audio-visual media a challenge to the book and wanted the book industry to promote the reading habit among children.

Several other seminars, symposia, and workshops were also held on the occasion of the Fair.

On February 14, awards for the best display of stands and stalls were given away by Prof. T.N. Dhar, Joint Secretary, Ministry of Human Resource Development, Government of India. The prize-winners, category-wise, were :

NORMAL STAND

Best Award, Lancer International;
2nd Best Award, Phoolkari Publication.

LARGE STAND

Best Award, Gian Publishing House;
2nd Best Award, Chugh Publications

NORMAL STALL

Best Award, Standard Literature Associates;
Second Best Award, Ritana Books

DOUBLE STALL

Best Award, Rolly Books International;
Second Best Award, Raj Kamal Prakashan.

Overseas Participants

Best Award, John Wiley & Sons, Inc., New York
Second Best Award, Ministry of Culture, Czechoslovakia Socialist Republic, New Delhi.

It is estimated that over 250,000 people visited the Fair. A large number of them were school-children who came in groups, accompanied by their teachers.

Copyright: Maximum Utilisation Through Subsidiary Rights

The Seminar on Sale of Subsidiary Rights, organised by the Federation of Indian Publishers in New Delhi on February 9, 1986, highlighted the diverse ways in which books could be used as a result of recent technological advances.

The subject of the Seminar underlined its growing importance, particularly in the context of the ensuing Frankfurt Book Fair, which has as its theme "India: Change in Continuity". At the Fair, many foreign countries, particularly those belonging to the Third World, are expected to evince keen interest in books produced in India.

The Seminar was addressed by eminent personalities in the field of publishing, from both India and abroad. They included Asoke K. Ghosh, Narinder Kumar, K. L. Nandan, Arvind Kumar, O. P. Ghai and D.N. Malhotra. The speakers from abroad included Graham Greene and J. Somerwil. Mr. G. D. Khosla, retired Chief Justice of the Punjab High Court, addressed the delegates as the Chief Guest.

Published in these columns is the keynote address delivered by Mr D. N. Malhotra, who acted as Director of the Seminar.

We are all agreed on the objective of securing for the writer and the creative artist maximum rewards for their works. The Copyright Law, both national and its projection in the international field through the Berne Convention and the Universal Copyright Convention, helps to secure for the writer his reward for his writings. But the mere existence of copyright laws does not provide the writer sufficient remuneration for his work. It is a well-known fact that in developing countries, the economic condition of the writer is not a happy one. Under the prevailing circumstances, he does not get sufficient remuneration for the hard work invested by him in his writings.

There are two basic reasons for this unhappy situation in developing countries. The first one is that the circulation of books is low, and their print-runs small. Whatever the rate of royalty given to the author,

he does not get a good remuneration. Hikes in the rate of royalty are counter-productive as this results in still lower sales. This situation has to be tackled on a national scale by the National Book Development Council, by the Authors' Guild, by the publishers and librarian's federations, the National Book Trust, by encouraging the book reading habit and by campaigning for the establishment of a network of libraries—all of which will result in a larger circulation of books.

The second reason is the lack of sale of subsidiary rights.

When an author writes a book, the first edition is usually brought out by a publisher in hard cover and in a small number to get the book going. Unfortunately, sale of subsidiary rights is not fully exploited in most cases. In the advanced countries of the West, sale of subsidiary rights is considered a very important task of the publisher.

After the first edition has been published, or sometimes even before its printing, the publisher explores the possibilities of selling the rights to translate the book in other languages to other publishers or reprint it in some language in a different country or in a different territory.

The Frankfurt Book Fair is very well known for the sale of rights. Publishers from all over the world go there, exhibit their books and manuscripts for sale of rights to publishers of other countries or reprint them in the same language elsewhere. The importance of the Frankfurt Book Fair underlines the importance of subsidiary rights. This is a market-place for sale of rights and not for sale of published books.

In India we have a great potential market for sale of translation rights from one Indian language to another. We have the same cultural heritage and the literature of one language is easily acceptable to the readers of other languages. It is the publishers who have to promote the authors of their language to the readers in other languages, in cooperation with the publishers of those languages as well as editors of the magazines in other parts of the country. In order to take up this task systematically, the Federation of Indian Publishers, in collaboration with the Sahitya Akademi, should set up a Copyright Exchange Bureau which should give information about the best books in all the languages, the position of the availability of rights, their terms, and, most important, a summary of the

book so that the publishers in other languages can decide about the possibility of these translations. I think for such a project even the Ministry of Education can give some subsidy.

Certainly, a publisher can be persuaded to publish first-rate manuscripts from other languages other than second-rate ones that are easily available in his own language provided, of course, the terms offered are feasible and information about these books easily available. All this will lead to exploitation of the full potentialities of the original copyright of the book to the benefit of the author as well as the publisher.

There are many kinds of subsidiary rights, for example, paperback edition rights, serialisation rights, film rights, rights for transforming a book into a play. In advanced countries, there is another important right, which is called the Book-Club edition right which, unfortunately, is not yet available in our country.

In India, now that paperback editions have come into vogue, problems of transfer of rights from the hard-cover publisher to the paperback publisher have caused some ripples. In the agreements between authors and publishers specific rights are not always mentioned. Sometimes, the authors give the rights direct to the paperback publishers. In certain cases the hard-cover publishers are neither doing well themselves with their hard-cover editions nor parting with the paperback rights.

This awkward situation calls for a fresh look at the copyright agreements which should clearly demarcate the rights which are given by the author to the first hard-cover publisher while signing the agreement. If the author is giving only the hard-cover rights and keeping other rights to himself, whether paperback, full T.V. Serial, dramatization or trans-

lation rights then the hard-cover publisher should know what he is doing. The author does not know commercial practices; nor does he have the time and wherewithal to organise all this. Hence the need to assign the rights and apportion the shares of benefit.

Under the present situation we do not have 'Literary Agents' and this work falls on the office of the publisher, whether he is an enterprising or a passive one. It is for the authors also to motivate other rights and, of course, to get them transferred through the publisher's office.

In countries like the U.K. and the U.S.A., some of the paperback publishers are bringing out a large number of good original works, the rights of which are later purchased by the hard-cover publishers. This is sometimes called the 'reverse rights'. In any case, the idea is to explore all possibilities of editions of the same manuscripts in different forms.

I must make a mention here of the IRIS (International Rights Information Service) run by Bowker & Co., New York, with an office in London also. They ask authors and publishers to fill up a form which gives all the details of the manuscript being offered. They then circulate and publicise all the rights collated from all over the world. They have categorised the rights of these books into five Sections: Fiction, Non-fiction, Art and Humanities, Technical, Scientific and Medical, and Children's Books. This information comes very handy and publishers of one country can get access to information about rights available in other countries and buy these documents of information according to the category they are interested in.

Finally, coming to the terms of rights to be offered and taken by different categories of publishers, one must understand that these

should be such which are practical and give an incentive to the buyer. I am mentioning this because sometimes copyright owners of advanced countries ask for terms from publishers of developing countries which are unrealistic. This is primarily due to their lack of knowledge of the markets of developing countries. While parting with rights, the copyright owner should have two considerations: the quantum of earnings from the would-be reproduction and the satisfaction of making a book available in another language in another country. Therefore, usually, sometimes the royalty rate asked for is just 5% of the price of the edition in the developing countries with, of course, a small advance in order to ensure that the whole deal is a realistic one and not a wasteful paper work. If, however, a book is a textbook and it is to sell in thousands and more copies then the copyright holder has a justification to demand a good amount which, of course, is to come from the substantial sales of the book. What is the right sum and what should be asked for and given depends on different situations. The publisher's associations of various countries can help one another to arrive at realistic terms.

The crux of the matter is that, firstly, an awareness about the sale of subsidiary rights has to be created among the authors and the publishers, and, secondly, positive and well-planned efforts have to be made in the publishers' offices in this direction. I would like the authors also to be aware of this and explore possibilities by referring these to the publishers, thus making their work better known and more remunerative. It must be understood that sale of subsidiary rights is as important as, if not more important than, the original copyright and these possibilities should be utilised for the maximum benefit of the author and the publisher.

Implementing ISBN System in India

■ The implications and importance of introduction of ISBN in India were highlighted at a Seminar on effective implementation of this international system of book numbering, held in New Delhi on February 11. Nearly 200 delegates from all over India participated in the Seminar organised by the National Educational Resources Centre in cooperation with the Federation of Indian Publishers. Published in these columns is a report on the deliberations and recommendations of the Seminar by its Convener, VIJAY GOVIND

Eleventh February, 1986, marked a red-letter day in the history of the national agency for book promotion, i.e., Raja Rammohan Roy National Educational Resources Centre, and the national book industry for on that day was convened the first national seminar on "Effective Implementation of ISBN System in India" on the occasion of the Seventh World Book Fair held in New Delhi. Nearly 200 delegates from all over India participated in the deliberations of the seminar.

Welcoming the delegates, Mr. Vijay Govind, convener of the seminar, pointed out the significance of the seminar. He highlighted the entire spectrum of the ISBN system and activities related to it in India as well as the aims and objectives of the Centre.

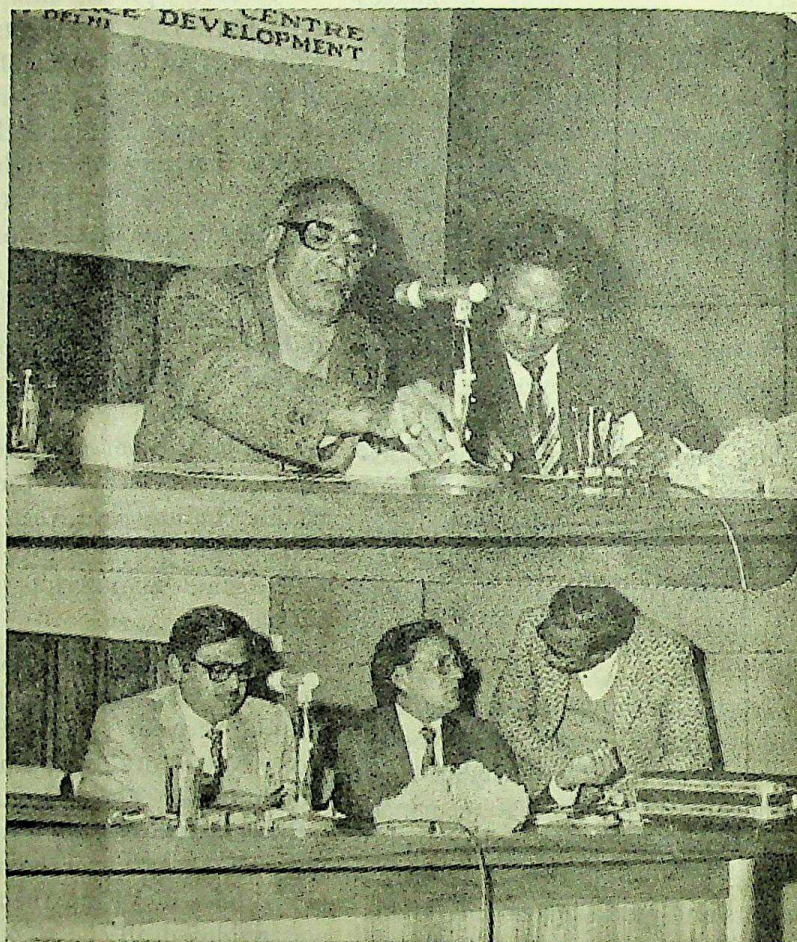
The seminar was inaugurated by Prof. J. C. Sharma, Deputy Educational Adviser (Book Promotion Division) of the Ministry of Human Resource Development and Divisional Head of the Centre. Referring to the whole gamut of the Indian

book industry and the role of the Book Promotion Division in safeguarding the interests of Indian publishers, he stressed the need for bibliographical control in India to facilitate the storage, retrieval and dissemination of books. He said that the ISBN system had undoubtedly opened up a new vista of marketability of Indian published books abroad.

The irony of fate, he added, was that in spite of best publicity, the response of the publishers was extremely discouraging. Only 164 publishers had so far registered

themselves with the Centre, which worked out to be hardly 0.1 per cent of the total strength of the Indian publishers. Registration commenced from the first of January, 1985, although the Centre was designated as the national agency for this purpose as early as 1978. Due to several constraints, India could only be allotted the country identifier codes of 81 and 93 in October, 1984, by the international agency, Berlin.

Prof. Sharma emphasised that the seminar should consider the pros and cons of the system and work out systematic functional



modalities and a modified infrastructure to be implemented by the national agency in its overall task. It should work out a plan to gear up the ISBN implementation in India with well-defined, phased-oriented assessment programmes.

The seminar was divided into two sessions. In all 16 papers were presented by the delegates. Some of them were read *in absentia*.

FIRST SESSION

The first session was chaired by Mr. O.P. Ghai, Editor of the journal *Indian Book Industry* and a former President of the Federation of Indian Publishers. Ten papers were presented and discussed in this session. While summing up the proceedings, Mr Ghai pointed out the slackness of Indian publishers in the adoption of the ISBN system in India and offered to the NERC his cooperation in publicising the ISBN system in India through *Indian Book Industry*. He also offered to publish articles furnishing information relating to ISBN activities in India.

The later part of the session was chaired by Mr. Girja Kumar, a former Librarian of Jawaharlal Nehru University and a former President of the Indian Library Association. In all six papers were presented and discussed.

Mr. D.R. Kalia in his paper, "Effective Implementation of ISBN System in India", presented a bird's-eye view of the historical background of the ISBN system. He said experience had shown that things made optional never met with success. We failed in regard to the Delivery of Books Act 1957, with the result that the Indian National Bibliography remained incomplete. Hence, ISBN registration should be made mandatory through parliamentary legislation. He highlighted the fact that the NERC was established in 1972 with a view to knowing how the national book industry was faring. A

fresh look at the Centre was now necessary.

He suggested that the nomenclature of the Raja Rammohan Roy National Educational Resources Centre should be changed to the Indian Book Industry Institute and its responsibilities redefined so that it became a "Research and Information Centre on Indian Book Industry".

Mr. Vijay Govind in his paper "ISBN System in India : Perspective and Prospects" and "Bibliographical Control in India" covered the entire spectrum of the ISBN System, its origin and utility, calculation of check digits, its impact on the book industry, book publishing statistics, stock control and its far-reaching gains, such as international marketability and bibliographical control, adoption of methodologies, and lastly, the computer terminal and its utility. While referring to the prospects of the ISBN system in India, he raised the basic issue of the status of the NERC keeping in view the future of the system. He held that the NERC, given its present objectives which are exclusively those of book promotion and not of library service, could not prove effective as well as functional unless it had a separate identity. The common recruitment rules and seniority of the NERC with the CSL, which had its own objectives and bases, were leading to a state of total chaos in the functioning of the NERC. The goals and objectives of the two organizations were altogether different and they were working under different umbrellas of the Ministry of Human Resource Development; the NERC was under the Department of Education and the CSL under the Department of Culture. They would have to be separated in the interest of effective implementation of the ISBN System in India and also keeping in view the overall interest of the Indian book industry for which it was to conduct printout work. He

envisaged an elaborate plan of action for the NERC to fulfil its goals.

Mr B.C. Jakati of the Shivaji University, Kolhapur, in his paper "ISBN System in India : Its need, Utility and Effective Implementation" brought out the multifaceted problems connected with the system. He advocated an all independent status for the national agency. He said.

"As soon as the implementation of the ISBN system gains momentum then there would be a genuine need to work out the priorities and revise the goals and objectives of the NERC. This will facilitate a rethinking towards the status of the NERC as a purely governmental body or as an autonomous body. The NERC as a national agency cannot undermine the top priority for implementation of the ISBN while carrying out its other goals simultaneously. Let the NERC be autonomous in nature like the NBT and let the NERC become the apex of a high standard institution of national book information data-base network mainly endeavouring to achieve the following goals :

"To implement the ISBN and all allied schemes to achieve objectives.

"To keep authentic publishing statistics.

"To undertake analytical subject area studies, documentation and bibliographical works.

"Documentation and statistical analysis of book import trends.

"Evaluation of University Level Text-books (ULTB) both as manuscripts and as printed text books.

"Exhibition of University Level Text-books (ULTB)

"Exploration of such indigenous books as are most wanted.

"To give grants to authors for writing ULTB and to publish the evaluated books.

"To promote the sale of University Level Text-books in the country on a bulk purchase basis

on the lines of the Raja Ram-mohan Roy Library Foundation.

"In case of any bifurcation of objectives, the proposed autonomous organization should undertake the exclusive responsibility of the areas and dimensions of publishing, promoting, recommending and evaluating University Level Text-books in the country."

Mrs. Susila Marriappan of the University of Madras in her paper "ISBN and Book Publishing" referred to the ISBN System as a promoter of the Indian book industry. She pointed out that while paying heed to the book industry in general, it should not ignore the requirements of the student community.

Miss Chandrika of the University of Madras in her paper "Role of Mass Media in Promoting ISBN System" stressed that the mass media was the only means through which India could create wide awareness about the ISBN system and its benefits.

Dr. P.S.G. Kumar of the Nagpur University in his paper "ISBN and Bibliographical Data-base System in India" stressed the need for the establishment of a national information data-base system with the installation of a separate micro-computer terminal in the NERC.

Mr. C. P. Vashishth of the University of Delhi expressed a novel idea in his paper "From Book Number to ISBN". He suggested that the Book/Call No. of a particular book be replaced by the ISBN. A book could have a better identity through the ISBN and hence it could have its locus through its ISBN number on the shelves of libraries instead of through its Book Number.

Mr. M.S. Sharma of the NERC in his paper "Five Years Integrated Programme for Effective Implementation of the ISBN System in India" pointed out several preconditions for the national agency vis-a-vis the NERC before effective implementation of the system could be thought

of. These were: an independent status for the NERC along with a cadre for all categories of staff separate from the CSL; an independent computer terminal to be installed immediately at the initial stages; a permanent advisory committee of experts to advise on effective functioning; and a yearly coverage of publishers through personal contacts, etc. On these issues would depend, by and large, the future of the national agency vis-a-vis the NERC.

Mr. M.R. Chandran of the Sri Venkateshwara University, Tirupati, in his paper "Implementation of ISBN System in India" made several valuable recommendations. He stressed that the NERC should initiate orientation programmes with the users of ISBN through the commercial publicity network of TV and AIR. It should try to reach the publishers in different parts of the country. The important fact brought out by him was that the Government should think of giving postal concessions to such publishers as were situated outside Delhi and send books to the national agency for ISBNs. He spelt out well-defined publication projects and the NERC's participation in international ISBN meetings. In-service training programmes of computer, copy-right, publishing and information service, etc., were also recommended.

Miss Vinod Kumar of the Directorate of Police Bureau Research (New Delhi) referred to the significance of "ISBN System in Bibliographical Control".

Prof. Krishna Kumar of the University of Delhi envisaged a bright future for ISBN. He suggested a few measures in his informative paper entitled "Prospects of ISBN".

Mrs. Prabha Krishnan of the Ministry of External Affairs stressed the significance of "ISBN for Bibliographic Control and Book Acquisition".

Mr. P.N. Venkatchari of the National Library, Calcutta, whose

paper was read *in absentia* by Mr. Vijay Govind, Chief Documentation Officer, NERC, stressed the significance of ISBN in its application to the preparation of the Indian National Bibliography and pointed out how the NERC could prove more useful to the National Library in filling the gaps in the Bibliography.

Mr. D.P. Srivastava of Delhi Telephones stressed the "role of computer in relation to 'ISBN'". He held that the NERC must have a computer data-base of its own with on-line video terminals with the leading publishers of Delhi, to start with and then extend the system outside Delhi. This would ensure authentic book publishing statistics, documentation, bibliography, survey of books in all languages and all subjects with tremendous accuracy within the shortest possible time and involve minimum manpower. The input would be far less in terms of its output and cost effectiveness.

Mr. N.K. Sharma of the Kurukshetra University highlighted the state of art at present and related future deflections keeping in view the developments in the world of electronics and information technology.

SECOND SESSION

The second session, devoted to the framing of recommendations of the seminar, was chaired by Mr. Girja Kumar. He summed up the discussions and the proposed resolutions and recommendations. These were placed before the delegates by Mr. D.R. Kalia, former Director, C.S.L., and Adviser to the Government of India on library matters, for decision and adoption. The seminar approved all the resolutions. In order to formulate these in a practical shape, a committee consisting of the following was constituted: 1. Mr. Girja Kumar (Chairman), Mr. D.R. Kalia, Mr. O. P. Ghai, Mr. C.P. Vashishtha, and Mr. Vijay Govind (Convener). The committee was made res-

possible for follow-up action.

Mr. Jagdish Lal of the NERC proposed a vote of thanks to Prof. J. C. Sharma, for inaugurating the seminar, to Mr. Vijay Govind for successfully organizing it, to the members of the Steering Committee, specially Mr. O. P. Ghai and Mr. C.P. Vashishtha, for their cooperation in arranging the seminar.

Out of 16 papers, the Steering Committee selected 15 papers for presentation in the seminar. The NERC acknowledged receipt of 1,400 printed folders through the courtesy of Mr. O. P. Ghai. The cooperation of the authorities of the Federation of Indian Publishers, the Trade Fair Authority of India and the National Book Trust and the untiring zeal and enthusiasm of the NERC staff were also acknowledged.

Mr. M.R. Chandran, Deputy Librarian of the Sri Venkateswara University, Tirupati, and Mr. M.S. Sharma of the NERC acted as rapporteurs of the seminar.

RECOMMENDATIONS

1. Appreciating the initiative and magnitude of the work involved in the effective implementation of the ISBN system in India, the National Seminar resolved that the NERC should be made an autonomous organization like the National Book Trust.

2. Realising the various constraints in the implementation of the ISBN system in India, the National Seminar resolved that the cadre and recruitment rules for the staffing pattern of the proposed autonomous organization should be suitably modified keeping in view the specialised

nature of jobs, and optimum utilization of resources and fulfilment of its goals and objectives.

3. Realizing the future task ahead and the overall perspectives of the effective implementation of the ISBN system in India, the National Seminar resolved that the National Agency should have its own computer terminal with the provision of its online extension line linked with some of the leading publishers of Delhi.

4. Conceiving the futuristic significance of the ISBN system in India, the National Seminar resolved that the aims and objectives of the National Agency be well defined keeping in view its diversified services to its potential beneficiaries, i.e., the book industry, universities, authors and students.

5. The National Seminar resolved that the Delivery of Books Act 1957 should be suitably amended with a view to include the Centre's name as the recipient of two books for maintaining a systematic record of all the published titles in the country.

6. The National Seminar resolved that a National Information Data Base be built up at the NERC and the infrastructure be worked out by an expert committee.

7. Realising the effectiveness of the application of various mass media, the National Seminar resolved that the National Agency should undertake effective measures in the direction of awareness of the benefits of the ISBN system among the Indian publishers.

8. Appreciating the legal constraints in the effective implementation of the ISBN system in India, the

National Seminar resolved that the Registration of ISBN by the NERC under the present situation should not be obligatory but it should be made mandatory. The National Seminar recommended that suitable legislation may be obtained in this direction.

9. The National Seminar resolved that workshops/seminars might be organized by the National Agency in different parts of India for adequate benefits and usage of the ISBN system in India.

10. Realising the poor response from the Indian publishers in the direction of their registration with the ISBN system, the National Seminar resolved that the National Agency should reach the publishers instead of expecting the publishers to approach the National Agency for Registration under the ISBN system.

11. Appreciating the effective role of the National Agency in the implementation of ISBN, the National seminar resolved that the National Agency should undertake some useful publication projects in this direction.

12. Realising the limited financial resources of the Government of India and the importance of participation of the Indian National Agency for ISBN in international ISBN meetings held every year in different parts of the world for reviewing the progress of implementation of the ISBN System, the National Seminar resolved that the person concerned responsible for implementation of the system in India should attend such important meetings, preferably every year.

Asian Scholarly Books

The International Association of Scholarly Publishers held a seminar in New Delhi from February 8 to 11 with the cooperation of the Federation of Indian Publishers. The topic of the seminar was "Disseminating Scholarly Books of the Asia/Pacific Region in the North and in the South". Approximately 100 delegates, including 30 Indians, took part in it. While Mr. O. P. Ghai, one of FIB's past Presidents, was Technical Director of the Seminar, Mr K. L. Luthra, FIB's Executive Secretary, acted as Liaison Officer.

The seminar was inaugurated by the Indian social scientist, Mr. Rajni Kothari, and his inaugural address set the tone for the seminar proceedings.

Welcome addresses were delivered by Mr Edward Aslaksen, President of IASP, and Mr Asoke K. Ghosh, President of FIB.

The various sessions of the seminar were chaired by senior and prominent members of the Federation, including Mr. D. N. Malhotra and Narendra Kumar. From among the Indian delegates, S. N. Mehta,

Mohan Primlani, Tajeshwar Singh and Ravi Dayal, all prominent members of the Federation, and C. M. Chawla, President of FPBA, presented papers.

The speakers from other countries included Mr Peter Weidhaas, Director Frankfurt Book Fair, Mr. Shigeo Minowa from Japan, Mr. Anthony Read and Brian Blundan from the U.K., Ms Datuk Hassan B. Ahmad from Malaysia and Ms Dorothy Anthony from the USA.

Among the important subjects discussed during the seminar were 'Translations from Asian languages to ease the communication flow', 'Professionalising the scholarly publishing house for effective book dissemination', 'Networking in Asia for efficient co-operation', and 'Increasing exchange of academic books in Asia'.

Printek '86 also conducted a workshop for the participants on printing technology with particular reference to the economics of small print runs. This was followed by a small session on printing technology, which was addressed, among others, by

Mr Banno Kaesmayr from West Germany and Mr Brian Blundan from UK.

The suggestions and recommendations made by the participants emphasised the need for:

- (1) a modest Asian scholarly books catalogue that could be limited to IASP members' books in a well-defined subject area;
- (2) a survey of possible distribution facilities and strategies in the Asia/Pacific region;
- (3) identification of researches and book manuscripts that could become cooperative publishing projects for Asia;
- (4) the start of a review journal devoted to Asian scholarly books the first issues of which can be published free by *Indian Book Industry* under Mr O.P. Ghai; and
- (5) an energetic campaign to recruit more members from Asia for IASP in order to get more effective implementation of IASP Asia's projects.

Human Values and Education

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New Education Policy vis-a-vis Library Development

A one-day seminar on New Education Policy vis-a-vis Library Development was organised by the Indian Library Association in New Delhi on February 13, 1986, coinciding with the 7th World Book Fair. The seminar was attended by over 250 delegates comprising librarians from all over the country. It was inaugurated by Prof. G. Ram Reddy, Vice-Chancellor, Indira Gandhi National Open University, New Delhi. Prof. Amrik Singh, former Vice-Chancellor, Punjabi University, Patiala, was the chief guest.

Mr T.S. Rajagopalan, President, Indian Library Association, in his welcome speech, while drawing attention to the serious omission of libraries in the "Challenge of Education—A Policy Perspective", a document brought out by the Ministry of Human Resource Development as a prelude to the formulation of a New Education Policy, stressed the importance of libraries in formal,

non-formal and distance education systems and pleaded for due recognition to library support in educational development.

Mr S.C. Biswas, Senior Vice-President, ILA, introduced the theme of the seminar.

Prof. Amrik Singh, in his address, spoke about the need to promote the reading habit and the importance of books as a prerequisite for library development. He called for improvement of library facilities and services in order to have a lasting impact on the user clientele. He mentioned that if libraries did not offer quality services, they would not be used and would become irrelevant. He asked the library profession to aim at higher values in promoting reading and spreading literacy among the masses. He also spoke about scholarly writings, books, publishing, etc. While emphasising the importance of libraries in educa-

tional development, he hoped for due recognition to it by the Government and the user public.

Prof. G. Ram Reddy, in his inaugural address, highlighted the importance of good books and the need to promote them. He said knowledge was power and books were the embodiment of knowledge. While emphasizing the need for library support in the formal education system, he spoke of its significance and importance in the distance education system. In the distance education system, which is to receive a major thrust in the future, reading of specially prepared books and supplementary reading of many related books would be the mainstay in the self-education of students. He, therefore, visualised a very useful and effective role for libraries in the distance education system.

Mr. C.P. Vashisht, Secretary, ILA proposed a vote of thanks to the guest and the participants.

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SITAL PRIMLANI MEMORIAL LECTURE

EMPLOYMENT AND EDUCATION

This Sital Primlani Memorial Lecture, delivered in New Delhi on February 11, 1986, during the World Book Fair, forms part of a series instituted by the Federation of Publishers and Booksellers to commemorate the memory of the late Mr Primlani, one of the pioneers of the

printing and publishing industry in India who put it on an organised footing.

In this lecture, Mr L.K. Jha, while discussing education as a means to obtain employment, emphasizes the role of the printing and publishing industry in providing job opportunities.

The printing and publishing industry does not have the glamour that engineering industries, chemical industries, metallurgical industries have. Economic and financial journals do not publish regular reports about how the industry is doing. Most of us when thinking of periodicals and books focus on the authors and journalists without paying too much attention to the printers and publishers who make their works available to the readers.

One of the reasons why so little is heard about this industry is that it is doing so well. It is only those who are in trouble who speak out aloud and seek public support to help them overcome their difficulties. Even in the recent past, the press has been complaining about the price and supply of paper, its main raw material, particularly of newsprint.

But in general, it is doing well. The volume of printed literature, both books and periodicals, has been going up from year to year. More dailies, weeklies and monthlies are being published and each of them is having a rising circulation. No doubt, to a large extent, this success is due to the spread of literacy and education, on the one hand, and the

rise in the income levels of the people, on the other. At the same time, much of the credit must also go to the way in which this industry has kept itself relatively free from various controls regulations and taxes. In regard to customs duties, excise duties and sales taxes, printed material has been given generous exemptions. The industry is also well-organised to put across its point of view to the authorities whenever it faces difficulties.

The credit for putting this industry on an organised footing and also for safeguarding its interests goes to many people, among whom the name of the late Shri Sital Primlani ranks at the top. He made the industry organise itself and also trained a host of capable young people who carried on his good work after him. It is, therefore, but appropriate that the Federation of Publishers and Booksellers in India should have decided to launch a lecture series to perpetuate his memory. I feel very honoured by their invitation to deliver this lecture today.

When thinking of a possible subject to which I can address myself, I took note of the fact that the publication and sale of books are linked with the spread of education and also

that the industry itself provides a large volume of employment to the educated. At the same time, it is an unfortunate fact that, overall, the spread of education seems to be coinciding with increase in the level of unemployment among the educated. Taking all these factors into account, I thought, I would speak on "Education and Employment" in this Sital Primlani Memorial Lecture.

Educational Policy

There has been in recent months a nation-wide debate on educational policy. The publication by the Ministry of Education of a document entitled "Challenge of Education—a Policy Perspective" which posed many key issues and threw them open for discussion and comments led to a series of seminars and lectures being organised dealing with different aspects of educational policy. Not being an educationist, I do not consider myself competent to comment on many of the questions that have been raised.

However, because of my own background which has an economic bias, I have been deeply interested in two issues: first, how to make the educational system strengthen our developmental effort by making available the kind of manpower needed for the purpose, and, second, what can be done to ensure that of those who receive education get usefully employed and not remain jobless. Indeed, the two considerations are the two sides of the same coin. Productive, gainful em-

ployment for the educated maximises the contribution of the educational system to the nation's economic development.

Way back in September, 1949, Prime Minister Nehru in one of his fortnightly communications which he used to send to the Chief Ministers of States drew their attention to the need for extensive reforms in the field of education. Commenting upon the educational system the nation had inherited from the colonial days, he wrote:

"These examinations of ours and the education that lies behind them are looked upon just as stepping stones to employment by Government. Nothing could be worse for education. Our universities turn out tens of thousands of graduates who do not know what to do and appear to be incapable of doing anything except in office. Our education has been described, perhaps a little uncharitably, as a training for unemployment."

Some Achievements

Since then, much has been done and large investments have been made to spread education among the people. The number of recognised educational institutions has increased from 2.31 lacs in 1951 to an estimated 7.55 lacs in 1984-85. The total enrolment over the same period has gone up from 24 million to nearly 132 million. The national stock of educated manpower is estimated to have risen from less than 4 million to about 48 million at present, the annual increment to the stock being of the order of 3.5 million. The enrolment for post-graduate studies has grown from a mere 20 thousand in 1951 to over 3 lacs by 1984-85, while that in science subjects is estimated to have increased from 4,400 to about 73 thousand. Extensive facilities are today available for education in a variety of branches of engineering and technology.

The output of the system has contributed significantly to our achievements in areas like atomic energy and satellite communication. The shift from a subsistence agriculture to modernised and commercialised agriculture has also been occasioned, at least partly, by the availability of the trained manpower in the field of agricultural research and extension. Similarly, the massive diversification and technological depth that we have been able to achieve in the industrial sector has been significantly helped by the emergence of institutions like the Indian Institutes of Technology and the Institutes of Management.

However, the achievements to which I have just referred cannot lead us to ignore the fact that the weaknesses to which Nehru had drawn attention have persisted and perhaps even grown worse. A vast number of students go to universities and colleges only because degrees are needed for most government jobs. Further, most of those who call themselves educated look only for office jobs and are reluctant to soil their hands by working in the field or factories.

There are tremendous imbalances between the need for educated personnel and their supply. We seem to have a surplus of people with degrees, not just Bachelor's degree, but also post-graduate and research degrees, who cannot find suitable employment. The highest percentage of unemployment, according to such figures as are available, seems to be amongst graduates offering arts, science and commerce.

Low Efficiency

At the same time, I cannot help feeling that a vast number of jobs in the country are being performed by people who have not been adequately trained or educated to fulfil them. In many of our hospitals, the doctors and surgeons are as good as you can find anywhere in the world.

Yet, because of deficiencies in the quality of the rest of the hospital staff, their performance in terms of curing deadly ailments is well below what it is in other countries. Again, though the number of people engaged in maintaining the telephone system is larger than in most countries of the world, the efficiency of the telephone system in India is at a very low ebb indeed. Or take the number of road and rail accidents. With a far lower density of traffic, the number of casualties is shockingly high, but somehow they get accepted as if they were inevitable. To my mind, it is the inadequacy of education and training of all the ground-level operatives involved in these various fields which is responsible for the inefficiency, the waste and the damage to which I have just referred.

When thinking over ways of dealing with these problems, emphasis is usually placed on changing the curriculum of studies. It is urged that more institutions should be opened to impart technical education or vocational training. This is certainly necessary and desirable. Educational facilities of the right kind must certainly be made available.

However, something more is needed. The demand in the community for different types of educational facilities, which comes primarily from parents and up to a point from the students themselves, has also to be given the right orientation. Otherwise, there is every danger that facilities which are created remain underutilised and become wasteful instead of beneficial. Indeed, as we know in many States, technical institutions like the IITs are not proving particularly popular. On the other hand, the demand for more degree colleges is on the increase, despite the fact that unemployment among degree holders is on the increase. What is more, with pressure from the public for more degree

colleges, State Governments, who have in a democracy to be responsive to public demand, go on increasing outlays on colleges and raising the number of universities, despite admonitions to the contrary from educationists, the University Grants Commission and others.

Learning to Earn

Most people, parents and students alike, think of learning as an instrument of earning. The pattern of public demand for different types of courses of study depends very much on the assessment that people have of their employment prospects after completing the education. Two types of education are most popular because they seem to offer the best prospects for earning. One is engineering and the other is medicine. The employment prospects of engineers are judged to be high. Doctors have the option of getting employed or engaging in private practice. The pressure for admission into the IITs and Institutes of Management is also high —again for the reason that the employment and earning prospects of those who qualify are rated to be very bright.

Because of the high costs involved in setting up such institutions, their number is small and, therefore the pressure for admission in them is great. In fact, there is reason to believe that to secure admission in some of these institutions, many corrupt practices are adopted. Further, so keen is the demand for admission to them that some institutions have come up on a purely commercial basis charging a high capitation fee which means that the capital invested can be quickly recovered and institutions can give a handsome profit year after year.

Against this background, I would suggest that teaching institutions in these fields should be rapidly increased. The resource problem can be solved by making them self-supporting and not depending on subsidisa-

tion by the exchequer. After all, if private people can think of setting up such institutions purely to make money for themselves, there is no reason why government cannot run them on a No-Profit No-Loss basis in which the necessary capital is raised by borrowings. They can be repaid out of the fees charged which should, of course, cover the running expenses as well. Indeed, with some encouragement and effort, private finance can also be obtained which would have a charitable rather than profit-making motivation.

The only argument against such an approach which has been advanced is that the poorer children cannot afford the higher fees. But the opening of new institutions which are costlier need not affect their entry prospects into the existing institutions on existing terms adversely. Indeed, more room may become available in them. Further, even in the new institutions, scholarships could be given to the deserving. But, there is no reason why those who can afford to and are willing to pay the full cost of such education should be subsidised by the State particularly if the very fact of subsidisation acts as a constraint on the expansion of educational facilities in these desirable fields.

Delinking Degrees

I now turn to the ordinary degree colleges. While there is general agreement that we are spending too much of the scarce resources available for education on them, pressure for admission to them is very high, even though, as pointed out earlier, a good percentage of the graduates remain jobless. The prime reason for this is that since Government is the largest employer, and since for a very high percentage of government jobs, a degree is a prerequisite, most people think that degrees provide the best possible prospects of getting a job.

I have, for a number of years,

been propagating the view that degrees should be delinked from government jobs, particularly as more often than not, the subject in which the degree is obtained, has no relevance or utility for the kind of service to which the recruitment is made. The reason why the British used to insist on a degree was that in those days, English was the medium of instruction and a graduate was expected to have an adequate knowledge of English to discharge his duties. This consideration is no longer valid. It seems to be pointless, and indeed, a waste that some one should have first to get a degree in subjects like Mathematics or Sanskrit before entering into an administrative service of one kind or another, and the training appropriate to the service to which the candidate is recruited has to be imparted thereafter, when the person is a probationer or during the course of the service itself. Would it not be much better to arrange for recruitment after the +2 stage itself and then to provide for the kind of education and training which would be useful for the kind of jobs he is expected to perform?

Once such a change is made, those who have failed in their attempt to be recruited to any service after finishing schooling, will not blindly go in for college education. They will do so if they are genuinely interested in a subject which they want to study for its own sake or because they want to teach it or because they want to do research in it. So, the college campus will become smaller in size, consist of serious minded students who are genuinely interested in what they are studying and not just to get a degree. Among them, there could well be a good number of students who, having been recruited to a government service, are being made to study subjects, which will give them either the breadth of vision or the specialised knowledge which they would need. For

example, those recruited for an administrative service might well be called upon to study subjects like economics or sociology to broaden their minds, and also certain subjects such as languages, or law, which would be of direct use to them in their future career. Much of the campus unrest and the indiscipline, which are born of frustration and uncertainty will in such a regime disappear.

If following the same pattern, trade and industry, banks and business houses also began to recruit their candidates at the +2 stage, they could also expose them to a more purposeful course of study to equip them to shoulder the responsibilities that they will be called upon to discharge in the years to come. Students will willingly undergo such specialised courses if they have the assurance of a job. Further, since the cost of their education could in such a situation be borne by the employers, it would no longer be necessary to make huge outlays from the exchequer in providing the requisite educational facilities. The constraint of resources would thus get eased.

Link with Employers

One can extend the same principle with certain adaptations for jobs which need vocational and technical training for which a high level of education is not very necessary. Students would cheerfully move from a middle school to an ITI if they have the assurance of employment. What is more, the involvement of the employer will mean that the syllabus of teaching will also be shaped and periodically revised to meet his needs.

My basic emphasis, therefore, is on establishing closer links between those who recruit and those who educate. This would help alleviate the financial problem, both for the educational institutions and for the students. The teaching would be relevant and meaningful. Wastage

would be avoided and the unemployment which results from a mismatch between demand and supply of educational personnel greatly reduced, if not eliminated.

These changes should mean in effect that except for jobs which by their very nature require a higher level of education, it is the high school which will hold the entrance examination not for admission to universities alone but for getting employed. At the same time, within the high school system, a reorientation of the syllabus and curriculum should be undertaken to prevent the educated becoming, to quote Nehru's words, "incapable of doing anything except in office". So strong is the bias for desk work that even engineers try to get into administrative services or else to take to managerial and commercial jobs instead of engaging in productive activities inside factories.

A change in the school curriculum is needed to make students appreciate the dignity of labour. Mahatma Gandhi's Wardha School of Education clearly aimed at introducing the work ethic in academic life. To the extent that students can be involved in doing or producing things even when they are studying, they would enlarge their capacity to earn later in life. When I was Ambassador in the United States, I found that even rich men's children did all kinds of work on the campus, or in shops and restaurants during holidays, in order to earn some money for themselves, not because they were needy but because they wanted to feel that they are self-reliant. It is this kind of an outlook which we need to cultivate.

I shall not dwell on the kind of steps that can be taken for this purpose but, once again, I shall quote Prime Minister Nehru who made the following remarks at a time when the 'Grow More Food Campaign' was being actively pursued. He said :

"We have plenty of projects and schemes. But behind all those there must be a crusading enthusiasm in the public mind. I suggest that our young men and women and boys and girls in colleges and schools should take this up. They can go to the villages to help in various kinds of labour and in doing so, educate themselves and come into intimate contact with the people who are the backbone of our nation. They can help in making compost which is so essential for us...I think that we should utilise this opportunity not only for growing more food but for turning our education in a new direction where the work in the class-room and laboratory is married to practical experience in the fields. Whether that produces immediate results in food production or not, I do not know. But it will certainly produce marked results in the boys and girls."

Economic Changes

I have so far been dwelling upon changes in the techniques of recruitment and the educational system itself in the interests of promoting better and fuller employment for our educated youth. No less important it is to bring about changes in the economy which will create more demand for skilled manpower as distinct from unskilled labour. To the extent that more people are engaged in jobs which require higher levels of skills, their earnings will improve. In consequence, the national income as well as per capita income will begin to rise.

I believe the new thrusts in economic development which are associated with the lead and initiative given by Prime Minister Rajiv Gandhi are going to create employment opportunities in wholly new fields. There is a need to redouble our efforts for strengthening our

trained manpower in such areas as electronics, computer systems, nuclear science, satellite communication, environment engineering, bio-engineering and non-conventional energy sources development and technology. The emphasis on R&D effort has to be accelerated for maintaining the tempo of the growth of technology. It is also necessary to steadily improve the quality of teaching facilities and to replace obsolete equipment to remain competitive with the emerging world trends in science and technology. Close coordination and interaction between educational training institutions and industrial establishments is necessary for keeping the faculty informed of the latest needs of industry and for transfer of technology from the laboratory to the industry.

In this context, I must make a special mention of manpower planning in the field of electronics industry which has been showing tremendous growth during the last few years and has the potential of continuing it in the coming years. In most of the emerging thrust areas of the electronics industry, which include basic technology, power semiconductor devices and equipment, electro-optics etc., there may be a shortage of manpower during the Seventh Five Year Plan period and beyond. To prevent it, we would have to take several steps, including the strengthening of institutions engaged in imparting training in advanced technologies in electronics, augmenting on-the-job training facilities of some of the production agencies, setting up of advanced training centres, and giving emphasis to methods of training oriented towards conversion of laboratory know-how to production oriented know-how.

Energy Sector

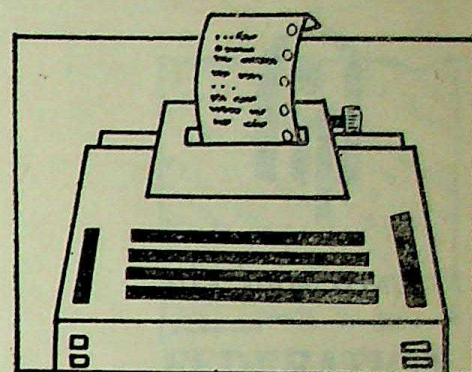
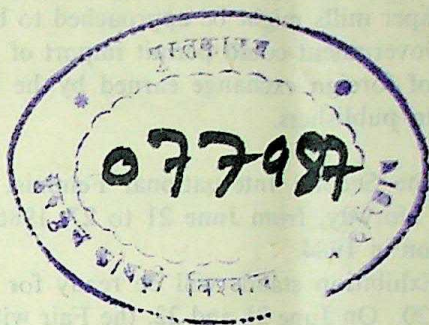
The manpower requirements of the energy sector, which is going to play a crucial role in determining our growth performance in the coming decades, are also of the utmost importance. For strengthening and accelerating our efforts for the exploitation of the ocean wealth, encouragement must be given to scientific and technical personnel to carry on research and development in areas like ocean engineering, off-shore oil exploration, marine instrumentation, diving and under-water technology, harnessing energy from the sea, remote sensing technology related to the oceans and oceanographic data processing and storage.

However, when we think of generating new employment opportunities for the educated, we need not confine ourselves to the new high-tech industries. The printing and publishing industry, with which all of you are closely associated, is another thrust area for augmenting employment opportunities. In this industry, we enjoy a tremendous comparative advantage over industrial countries. Our asset is highly trained manpower available at much lower wages compared to those prevailing in advanced countries. I am reminded of what Mr. Harold Macmillan, former Prime Minister of U.K. and Chairman of the Macmillan and Co., once said about the relative advantage India enjoys in this sphere. He declared that India was perhaps the only country in the world where a Ph.D. was available for doing proof-reading jobs.

I believe the printing industry in India can well be developed to be an export industry. At one time, Japan because it had cheap labour was printing tickets for most airlines in

the world and undertaking even the printing of the Asian editions of American magazines. Japan has, however, withdrawn from this field with more rewarding employment opportunities in other areas. Many South-East Asian countries are now playing this role. In my opinion, India has a vast potential for its printing industry to capture export markets. To do so, some paper may have to be imported both because it would be cheaper and because we do not want to denude our forests. But our educated manpower can be employed in printing books and periodicals for export just as there is now a new thrust for Indians to produce software for computers.

At the same time, the vast potential of the domestic market should not be ignored. Just because sales have been expanding in the past, the industry should not take the view that it is doing as well as it could. I am convinced that as education spreads and incomes rise, the demand for printed material, both from the educational system and from those who have benefited from it, will have an exponential growth. On the supply side, I would strongly urge the industry to adopt the philosophy of keeping its costs and prices down. Instead of trying to maximize profit per copy of publications sold, it should seek to maximize its earnings by increasing its turnover and ensuring as large a sale as possible for all that is printed. In a poor country, keeping prices down is most helpful in promoting sales. Thus, the printing and publishing industry can play a positive and profitable role in promoting both Education and Employment which has been the theme of my address to it today.



NEWS AND EVENTS

INDIAN BOOK EXHIBITION IN PAKISTAN

An Indian Book Exhibition, the first ever held in Pakistan since the country won its independence in 1947, opened on February 3. Inaugurating the exhibition, Pakistan Education Minister Mohammad Yasin Khan Wattoomore expressed the hope that cultural exchanges between India and Pakistan would help promote understanding between the peoples of the two countries. He asked the Pakistan National Book Council, which organized the Indian Book Exhibition, to hold a Pakistan book exhibition in India.

On display at the exhibition were some 4,000 volumes of books, all in Urdu—one of the official languages of Pakistan. It covered a wide range of subjects including religion, fiction, poetry, economics, philosophy, science and biography.

A writers' delegation from India visited Pakistan earlier this month.

PUBLISHERS URGED TO USE NEW KNOWHOW

Calling upon publishers to go in for electronic information technology, Mr. W. Bradford Wiley, Chairman of John Wiley and Sons Inc, has presented a six-point strategy for the international publishing community. In his Asoke Kumar Sarkar Memorial Lecture, read out in his absence by Mr. B. Leslie Koch, regional manager (Asia/Pacific), Mr Wiley advised Indian publishers to get ready for entering into co-publishing agreements or rights licences for hard-cover and paper editions.

The six-point programme of Mr Wiley calls for broadening and strengthening the world base of publishing, improving the ability of publishers in open societies to learn to relate to their counterparts in the less open or closed societies, a relentless fight against the erosion of copyright by piracy, evolution of national education systems in national languages, solution of the "not insurmountable" problem of shortage of good quality book paper and ensuring free flow of information so as to make books the building blocks for a world communication system.

BOOK FINANCE CORPORATION FAVOURED

A working group on national book policy has suggested the setting up of a book finance corporation to make available funds to publishers at concessional rates of interest.

According to the working group, low-interest bank loans could be granted on a certificate issued by a competent authority designated by the Ministry of Human Resource Development stating that the project submitted by the publisher was sound.

About the high cost of paper, the group recommended that while the paper mills might be approached to bring down production costs, the Government could permit import of paper to the extent of 50 per cent of foreign exchange earned by the book industry for supply to private publishers.

FEMINIST BOOK FAIR

The Second International Feminist Book Fair will be held in Oslo, Norway, from June 21 to 27, 1986. The first one was held in London in 1984.

Exhibition stands will be ready for occupation by exhibitors on June 20. On June 21 and 22, the Fair will be open to members of the book trade only. This will give publishers the opportunity to talk to one another, buy and sell rights, see one another's stands and books. Booksellers and librarians will also be admitted on these days.

STANFORD PUBLISHING COURSE

Over 150 national and international publishing professionals will gather at Stanford for the ninth annual Stanford Publishing Course, to be held on July 7-19, 1986.

Publishers, editors, art directors, production managers, marketing executives, corporate communicators, authors, and others from forty States and twelve countries will attend the course.

More information and a brochure on the course can be had from Justin O'Brien, Stanford Alumni Association, Bowman House, Stanford, CA 94305; (415) 725-1083, 723-2021, Telex 348 402 STANFORD STNU.

Just Released

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by Srikrishna Das

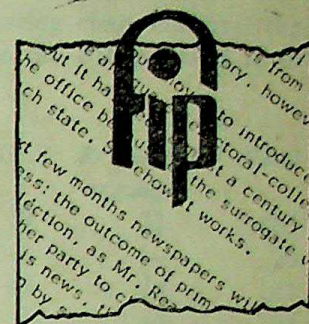
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FEDERATION NEWS

INDO-SOVIET WORKING GROUP

The 5th meeting of the joint Indo-Soviet Working Group on Cooperation in the field of book publishing and book distribution was held in New Delhi on February 7-11. It opened with a welcome speech by Mr Asoke Ghosh, President of the Federation of Indian Publishers, who noted that due to the efforts made by the Working Group there had been an increase in book exchanges between the two countries. The head of the Soviet group, Mr. I.P. Korovkin, said further development of cooperation between Indian and Soviet publishers would contribute to the strengthening of friendship between the two nations.

Both sides noted that in accordance with the memoranda signed previously, a number of measures had been taken for speedier implementation of some of the decisions taken earlier by the Working Group.

Both sides agreed to take further steps to increase the export and import of books, to help increase publication of books, textbooks, teaching aids for studying the Russian language in India and Indian languages in the USSR, to assist in publishing joint editions, in setting up joint groups of authors, and in translating Soviet authors' books into Indian languages as well as in English and Indian authors' books into Russian as well as other languages of the USSR on a commercial basis.

For this purpose both sides would make necessary arrangements to involve a greater number of publishers, to organise book exhibitions displaying 300 titles of the works of Indian or Soviet authors at four different centres of the respective countries.

It was decided to ensure a larger participation of the Federation's members in the Moscow Book Fair of 1987 as well as that of Soviet publishing houses in the New Delhi World Book Fair of 1988.

The Indian side noted with satisfaction Soviet publishers' endeavours to bring out a library of Modern Indian Literature for the USSR and Soviet Literature for India alongside children's books, libraries, books on great Indian leaders, etc., that are of mutual interest. The Indian side would assist in the promotion of the said titles in India; it would also study the Soviet proposals dealing with the publication of Soviet authors' books, including the *History of the Soviet Union* and notify the Soviet side of the decisions taken, not later than December 1, 1986. The Soviet side stated that it was ready to publish

in the Soviet Union on a parity basis a History of India for selection by May 1986. The Soviet side would notify the Federation about the decision taken by December 1, 1986.

Both sides agreed to continue to advertise the best books of Indian and Soviet authors in each other's country through the mass media. The Soviet side emphasised the need for speedy exchange of information on new publications in both India and the Soviet Union.

Both sides agreed to implement expeditiously the previous proposals to exchange two trainees and two experts for the duration of one month.

Both sides agreed to search for young talent and identify and encourage young people with a creative bent of mind and to take steps for the promotion of publication of their books.

It was decided to hold the next meeting of the Working Group in Moscow during the next Moscow Book Fair in 1987.

Those who attended the meeting were : Asoke K. Ghosh, O.P. Ghai, Narendra Kumar, Vishwanath, D. N. Malhotra, R. J. Taraporevala, B. Mitra, Anand Bhushan, S. K. Sachdeva, A.S. Chowdhery, Amar Nath, Shakti Malik and H. L. Luthra.

The Soviet side was represented by I. P. Korovkin, E. P. Chelyshev, V. V. Anisov, Meriam Salgaik, B. M. Pavlov, Fiodr Yarikov, F. Ryabikhin and Nemeshiev.

INDO-BRITISH TALKS

On February 8 a meeting was held between delegates of the FIP and the Publishers Association (PA) of London.

The FIP was represented by B. Mitra, O. P. Ghai, Narendra Kumar, A. K. Ghosh, Anand Bhushan, B. K. Dhur, H. K. Rastogi, R. J. Taraporevala, Shakti Malik, Tajeshwar Singh and R. D. Bhatkal.

The PA delegates were : Philip Attenborough, Rayon Unwin, Matthou Evans, Graham C. Greene, Ian Corsia, Ian Thylar, Tony Read and Eileen Gillow.

The two delegations made the following recommendations:

1. Both sides would explore possibilities of co-publishing of works by British and Indian publishers. Relevant information in this regard would be published in journals issued by the two organisations. They would also exchange lists of publishers keen to participate in co-publishing.

2. The PA would take all possible steps to discourage export of remainders from its country to India. This might include printing of some kind of identification marks on remainder copies by the concerned publishers.

3. Notwithstanding the safeguards already provided in the matter of issues of compulsory licences, the FIP would make efforts to ensure that the books to be licensed for publication are kept to the absolute minimum.

4. The FIP would study and avail itself of the training facilities in publishing offered by the PA.

5. The FIP would make efforts to promote participation of Indian publishers in the London Book Fair '86 and also try for larger attendance at the IPA Congress to be held in the UK in 1988.

BOOK PRODUCTION AWARDS

The competition for Awards for Excellence in Book Production is an annual feature which the Federation has been holding for more than a decade. The competition held this year was 12th in the series.

The Federation had invited books in 10 different categories : Scientific Books, Art Books, School Books, College Books, Reprints, and Legal Books, Paperbacks and Children's Books, Jackets and Publicity material and catalogues. The following chart indicates the complete position in respect of the response the FIP received from various publishers':

Category	English	Hindi	Regional Languages	Total
General Books	122	59	22	203
Art books	20	—	—	20
Textbooks, School	133	43	35	211
Textbooks, College	27	4	—	31
Children's books	60	35	44	139
Paperbacks	52	32	6	90
Scientific, Technical & & Legal Books	58	—	1	59
Reprints	69	—	7	76
Jackets	260	20	1	281
Publicity Material	66	5	—	71
	867	198	116	1181

The chart shows that there was less response in college textbooks and art books. The response in respect of books in Hindi and regional languages also continues to be far from satisfactory. The total number of entries was 1181 but as against 867 entries in English, there were 198 entries in Hindi and 160 in all other Indian languages. The standard of production of the entries was higher than in the past. Public sector organisations like NBT and NCERT participated in the competition. A list of awardees was published in the March issue of this journal.

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The Mahatma and the Netaji

Two Men of Destiny of India

by Samar Guha

1986, 260pp, ISBN 81 207 0156 9 Rs 125

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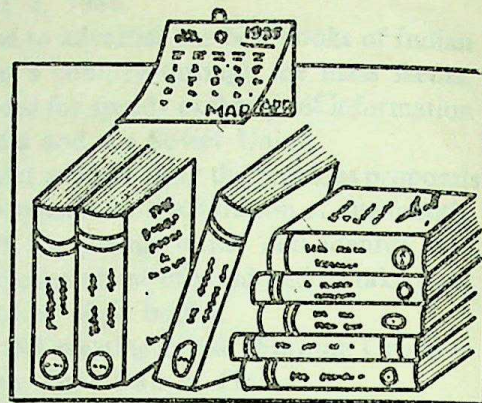
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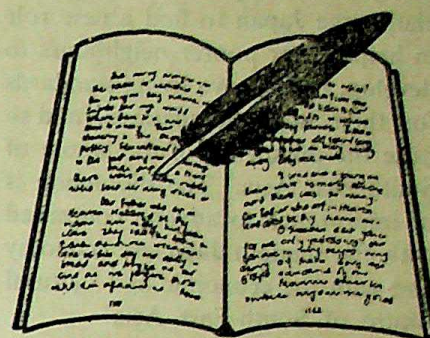
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BOOK REVIEWS

RAJIV GANDHI : Breaking New Grounds, by B. K. Ahluwalia & S. Ahluwalia, 1985, 202 pp, Rs 145, Cosmo Publications, New Delhi.

There were Cassandras galore in the country who questioned the wisdom of the Congress-I leaders who turned to Rajiv Gandhi to assume the high office held by his mother till she was slain by assassins. The sceptics drew attention to the relative youth of Rajiv and his lack of political experience. How could he keep the warring sections within the Congress in line? How could he bring peace to Punjab and Assam which had baffled the sustained efforts of his mother? The Cassandras were proved wrong.

Rajiv, say the authors of this book, stormed the nation by going in for general elections to the Lok Sabha. He wanted to rule with the people's mandate and he led his party to a massive victory. He now enjoyed the right to give a new direction to State policies. With confidence, he solved the Punjab problem and the Assam tangle in quick succession. He initiated economic reforms aimed at accelerating industrial production and expanding employment opportunities. He also built the base for cordial relations with the two superpowers.

ECONOMIC GEOGRAPHY by V. A. Janaki, 1985, 258 pp., Rs 150,

Concept Publishing House, New Delhi.

Economic Geography introduces the student to the manifold influences that are likely to have a bearing on the location of economic activity and the evolution of distinct economic regions in different parts of the world. Geographers have come to realise that the uniqueness and personality of an economic region owe much to factors other than the merely physical ones: political, social and historical factors, governmental and international controls, people's attitudes, skills and goals and the response of mankind to these forces at a given time, in a particular place, to name but a few.

This book emphasises the forces behind the dynamism of an economic region and seeks the causes of the regional variations in economic development. If a few regional aspects are interspersed in the text, they are only examples to emphasise the nature of the impact of a particular influencing factor on the location of economic activity. This book leaves the student to seek out for himself the relevant criteria which best explain the economic patterns and problems in specific areas and gives him the tools necessary for an intelligent interpretation of areal variations in the economy.

RURAL DEVELOPMENT IN INDIA, edited by Hoshiar Singh, 1985, 386 pp., Rs 185, Printwell Publishers, Jaipur.

Rural development has attracted a great deal of attention from governments at national and state levels, specially since the '60s. Recently, rural development has received top priority in the process of planning at the national level. People with rural background have entered legislative institutions in large numbers and the Central and state governments have to respond to their demand for rural development. In such a scenario, Universities and academicians should also start paying attention to the evaluative study of rural development in India.

The essays in this volume are full of information regarding the impact of various rural development programmes. All the papers, however, have a common theme as they express a deep concern about the developmental fruits being cornered by a few influential people in the rural areas.

ASIA AND JAPAN: The search for modernization and identity, edited by Andrew JL Armour, 1985, 160 pp., £18, Athlone Press, London.

The enormous power Japan will wield in the 21st century raises questions of immediate significance to her less wealthy neighbours in

South-East Asia. In this book a group of leading writers and politicians urge Japan to find a new role in helping her poorer neighbours to develop, to improve living standards for their huge populations, and so raise the prosperity of the whole of South-East Asia. The discussion is of importance to anyone concerned with the modern Japanese economy and with the economic and cultural future of South-East Asia.

THE GOSPEL OF SELFLESS ACTION OR THE GITA ACCORDING TO GANDHI by Mahadev Desai, 1984, 392pp., Rs. 45, Navajivan Publishing House, Ahmedabad.

The following pages by Mahadev Desai, Gandhi wrote, are an ambitious project. "It represents his unremitting labours during his prison life in 1933-34. Every page is evidence of his scholarship and exhaustive study of all he could lay his hands upon regarding the Bhagawad Gita poetically called the *Song Celestial* by the late Sir Edwin Arnold. The immediate cause of this labour of love was my translation in Gujarati of the divine book as I understood it. In trying to give a translation of my meaning of the Gita, he found himself writing an original commentary on it.

"In so far as the translation part of the volume is concerned, I can vouch for its accuracy. He has carried out the meaning of the original translation. I may add, too, that Pyarelal has interfered with the original only and in rare cases where it was considered to be essential, an interference which Mahadev Desai would, in my opinion, have gladly accepted, had he been alive."

THE NON - ALIGNED MOVEMENT : from Belgrade to Delhi,

by V. Benevolensky; Progress Publishers, Moscow; Pp 135, Rs. 4.30 (1985).

The book is in the nature of a monograph on Non-Aligned Movement which now comprises about 100 independent states and plays an important role in the world politics and the developing countries' struggle for national and social emancipation.

It has been a long journey for the Non-aligned Movement from the first conference held at Belgrade in February 1961 where 25 countries participated to seventh NAM Conference at New Delhi in March 1983 where 97 independent states and leaders of two national liberation organisations—the PLO (Palestine Liberation Organisation) and the SWAPO (South West Africa People's Organisation) — participated. Despite the fourfold increase in its strength, the basic complexion of the movement has remained unchanged. The NAM continues to be anti-imperialist and anti-colonialist and works towards peaceful coexistence and international security. It continues to oppose racism in all forms including Apartheid and Zionism.

The author also describes the basic philosophy of the movement relating to the policy of "Positive Neutrality". This positive neutrality is different from a posture of neutrality or equi-distance as sometimes expounded by vested interests in the Western countries led mainly by the US and its allies. As a matter of fact the NAM was the Indian answer to the problem of world-wide polarisation of super powers initiated by the US in the shape of NATO (April 1949), ANZUS (September 1951), CEATO (September 1954) and CENTO (1949) as also the Baghdad Pact. As a reaction

to the world-wide concentration of power, the Soviet Union also entered into a pact known as Warsaw Treaty Organisation along with other friendly socialist countries. As back as 1946, Jawaharlal Nehru had announced the country's resolve not to join any power groups which he reiterated as the Prime Minister of India in December 1947. The five principles of Pancha Shila propounded by Pt. Nehru became the foundation of the NAM. A further landmark was the Bandung Conference held in Indonesia in April 1955. The founders of the NAM—Nehru, Tito, Nasser, Sukarno and Nkrumah — visualised their role as apostles of peace in the world by refusing to align themselves in a constructive way to oppose colonialism, racism and economic exploitation at the international plane. It was Tito's suggestion which led to inclusion of various countries in addition to the five named above that resulted in the emergence of a group of 25 at the first summit conference which also had three observers (Bolivia, Brazil and Ecuador).

The New Delhi Conference of March 1983 was a step further in advancing the movement. That it could be held as against the original venue at Baghdad which had to be abandoned because of Iran-Iraq conflict is itself an evidence that the NAM movement is strong and kicking.

Of late, the countries in Central America and the Caribbean have also realised the importance of the movement and have started giving the order of the boot to the US imperialism.

The author has successfully demonstrated that the USSR continues to support the NAM.

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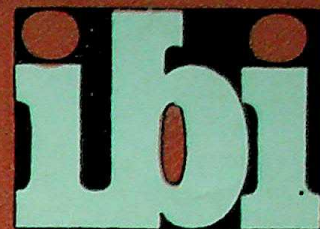


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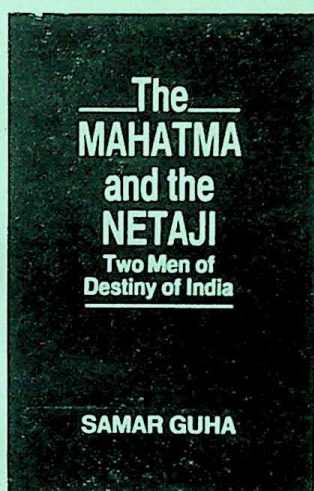
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Books and the Audio-Visual Media

On February 8-10, 1986, New Delhi was the venue of an international seminar on Children and Books in an Information Age. The seminar, inaugurated by Mr K. NATWAR SINGH, Minister of State for Fertilizers, discussed the subject under three headings: Children's Book-Needs, Audio-Visual Media and Children's Books, and Children's Books: Is There a Future?

The tone for the discussion was set by Mr SAMUEL ISRAEL, Technical Director of the seminar, who in the theme paper, published in these columns, says the concern of the seminar was not so much the survival of the book in its present form as the survival or otherwise of the practice of sustained reading of literary works.

On the following pages we reproduce four of the papers presented at the seminar.

In countries of advanced industrialization in the 1970's information and communication theorists spoke of the imminent Information Age, the Post-industrial Age, when more people would be engaged in the production, storage, processing and distribution of information than would be engaged in the physical production of goods. This Post-industrial Revolution, we were told, would be based on the enormous and growing capacity of the computer to store and process information and of modern communication technology to distribute it, worldwide.

In the 1980's the 'information society' is substantially in evidence in the technologically advanced, affluent societies, and there is a considerable body of literature discussing its nature, dynamics and problems. Book persons have expressed their misgivings concerning current developments. Daniel J. Boorstein, a former Librarian of the U.S. Congress, expressed his alarm at the current tendency to equate libraries, 'Our Fortresses of Knowledge,' with

providers of 'information services'. The late Professor Fritz Machlup, in Volume III of his *Knowledge: Its Creation, Distribution, and Economic Significance* (Princeton, 1984) quoted him as saying:

While knowledge is orderly and cumulative, information is random and miscellaneous. We are flooded by messages from the instant—everywhere in excruciating profusion—information tends to drive knowledge out of circulation.

And further,

Knowledge institutions, the universities, colleges, and libraries, are being starved while information services are sold by a booming industry. While the Information Industry flourishes and seeks new avenues of growth,... our Knowledge Institutions go begging... we see the Knowledge Industry being transformed and even to some extent displaced by an Information Industry.

Just as the Industrial Revolution in the 19th century had widespread

and, often, disastrous repercussions in the rest of the world—in Asia, Africa and South America—long before the power-driven machines and new, more reliable and faster means of transport themselves became available there on any notable scale, countries that have yet to accomplish even the industrial revolution are already feeling the impact of the information-cum-communication revolution.

Changing Environment

Two lines of development have converged to narrow the time-lag between developments in technologically advanced countries and their repercussions in the rest of the world.

First is the progressive miniaturization of computers on the basis of micro-chip technology and their availability at prices that, in the West, have made fairly high-powered computers an optional part of household amenities, like a television receiver, a stereo system or a VCR.

Second is the rapid advance in

communication technology in the last two decades.

Difficult as even technologically advanced countries find it to adapt themselves to such a rapidly changing technological environment, the assimilation of new technologies by countries still grappling with a strong residue of pre-industrial problems involves strains and disorientation that are difficult to cope with.

Among the major problems arising out of the information revolution is that of imbalances in access to information, both among nations and within national borders—imbalances that have been increased rather than diminished by the advent of the new technologies. While the proposed seminar cannot ignore information inequalities and their consequences, these will be considered in relation to the theme of the seminar—the role, if any, of books for children in the impending information age.

Role of Books

What is the threat to books to which Dr Daniel Boorstein draws attention. Does such a threat exist in the technologically less advanced and poor countries? If so, what is its nature? Will the role that books play or should play in the life and growth of children persist, or will it be taken over by a non-book or even non-reading technology which will do the job even better?

Most of us share a certain sentimental attachment to books as we now know them. What has, however, to be borne in mind is that the seminar is not intended as a meeting to discuss the reservation of a craft—almost an art-form—at its best. Important as that is, it is a different matter. For the purpose of this seminar, it will be necessary to accept, as a book, any device that can present literary and graphic material

for sustained reading and viewing over more or less long periods with all the convenience, efficiency and aesthetic appeal that the books we now know and love possess.

Seen in this light, the concern of the seminar is not so much the survival of the book in its present form as the survival or otherwise of the practice of sustained reading of self-sufficient literary works; reading aimed at gaining knowledge, understanding or entertainment, or all three together, rather than to meet some immediate need for 'information' or 'instruction', as distinct from 'knowledge' and 'understanding'.

Threat to Reading

The threat to children's reading is seen to come from two directions. *First* is the anticipated reduced role for sustained reading in the educational process. *Second* is the fact that the paraphernalia of the information industry serves also, and equally well, the entertainment industry.

In education, if not for today then certainly for tomorrow, the utility and efficiency of the traditional textbook for self-study is being discounted heavily, as is the role of the personal teacher or guru, in the light of the potentiality of computerized audio-visual devices suitably programmed to meet anticipated requirements of the educational process. The danger here is held to be not in the use of these undoubtedly useful aids, but in the illusions they seem to create concerning the omniscience and infallibility, almost the wisdom, of what is basically an unconscious, unfeeling assemblage of things.

The very concept of knowing is atomized into a game of 'yes', 'no', 'which one', 'guess which'. It is even held by some that TV and the VCR can help a country to leap-

frog the necessity of making the whole of our population literate as most people can be taught all they need to know audio-visually and can be entertained through the same means. Only a small elite need know how to read and, even among this elite, reading could well become a purely utilitarian task and no longer the intellectual and spiritual food so essential to the truly educated; no longer an absorbing leisure activity bringing both joy and understanding. The same attitude could well be extended to the education of children and the place of reading in their development.

On the entertainment side, television is the great provider; what is greatly feared (apart from the nature of much that it presents) is its undoubted addictive power for old and young, leading children and grown-ups alike away from activity to passive viewing and listening for ever-increasing hours. In this, over the last two years, growing evidence of this has been witnessed with the spread of TV coverage and accessibility to video screens. Where does children's reading stand in the face of this competition and with what consequences?

Can this seeming antagonism be overcome and a new equilibrium achieved which will ensure that in the coming Information Age, the electronic media and books (*in particular*, not just the print media in general) make, separately and jointly, the maximum possible contribution to the enrichment of the *quality* of life of our children, their healthy intellectual and emotional development?

The aim of the seminar is to seek some insights into possible means of working towards such a healthy equilibrium.

□□□

A Challenge, Not a Threat

Children's books, says PHILIP ATTENBOROUGH, Chairman of Hodder & Stoughton, London, are more important, more relevant, now in 1986 than they have ever been before. The book, as we know it, will be flourishing, albeit in a changing environment, even in a hundred years' time and beyond.

The first thing I believe is that children's books are more important, more relevant, now in 1986 than they have ever been before. That importance stems from the vastly greater human enrichment which they can give compared to all the other forms of audio-visual entertainment or instruction put together. The emphasis should be on the words 'can give', for I am as well aware as you that all too often—and it's our failure—they 'don't give', simply because we haven't connected the right child to the right book (and, maybe, not to any book).

And that brings me to my next point. For good or ill—and they are not all bad—I believe the various audio-visual media to be a challenge to the book, not a threat to it. I am absolutely confident that the book as we know it—and specifically the children's book—will be flourishing, albeit in a changing environment, not just in 50 years' time but in a hundred years' time and beyond. And, in the process, it will benefit from the alternative media jostling for space—and children's attention—around it.

The book has great, largely unique, virtues not enjoyed by its competing media.

Firstly, in comparative terms (and certainly if our chief focus is on the newer audio-visual media), the book is cheap. It is actually remarkably good value. As mea-

sured by value of books sold, one-third of all British children's books are now paperbacks. In unit terms the balance is 50:50 hardback to paperback.

Secondly, the book is both portable and durable. It can be read on a plane, in a train, at home, in a park, almost anywhere. But perhaps it is its durability which makes the book not just unique but especially valuable to the enriching of children. For the book—unlike all the others—can be read at the child's pace, re-reading bits if necessary, checking back, studying an illustration, and so on. That is in wonderful contrast to transmitted programmes where the pace is dictated and the appeal, frequently, is pitched at the lowest and least receptive level of audience, thereby failing to stretch brighter children's imagination.

Thirdly—and perhaps this is the decisive special quality the book has—it requires *effort* to read. It is often said, quite rightly, that what you get out of life is what you put into it. A child will get far more out of a book, which he has made an effort to read, than he will ever get out of screened entertainment, switching a button and passively receiving whatever it is offering and however available or accessible—and nowadays in the UK it is very widely accessible—that passively received entertainment has become.

So not only does a failure to read affect a person in terms of human communication, but also in terms of development of his mind. And nowhere is this truer, of course, than when we are talking about the young.

Perhaps, now, we should glance at the roles of books and audio-visual media within both the home and the school. In both environments—certainly in the UK—the challenge is considerable. The British Publishers' and Booksellers' Associations have combined to commission a major report from a Children's Books Action Group. This Group includes some very senior publishers and booksellers, and is taking much evidence from teachers and librarians.

Let me take the home first. The children of the 1950s and the so-called 'swinging 60s' experienced an immense generation gap with their parents. Those parents were largely unable to understand their own children's ambitions, habits, lifestyle, and so on. In considerable measure they abrogated responsibility for their children's cultural growth. The new media were very much arriving and the parents could not grasp what was going on. And the situation was aggravated by their children having much more spending

(Continued on page 12)

Give Us Books! Give Us Wings!

The dilemma we face today is that reading, which in other settings promoted intellectual growth, now threatens it. In this paper, Dr (Ms) NANCY LARRICK (USA) pleads that we think beyond the ability to survive and strive for the ability to flower as people who care, who share, who love.

Several years ago I had an interesting conversation with a second grader who is a dinosaur enthusiast. He easily used the scientific names for many of those extinct monsters. However, when I used the term "prehistoric times," he stopped short and asked, "What's prehistoric times?" As I tried to explain, he smiled quickly and said, "Oh, I know. You mean before television."

So much has happened since the advent of television that a child might easily think that pre-TV is pre-history. By this time, 98 per cent of the homes in the United States have at least one television set, 100 per cent in Japan. TV sets, video cassettes, tape recorders, and home computers are commonplace. Satellites send news, language lessons, concerts, market reports and soap operas around the world in a flash. We are in the midst of a veritable information explosion, made possible by the new technology which seems to be accelerating with an upward spiral every moment. The new technology generates new information and disseminates that information with the speed of light.

In the United States, children of two through five watch an average of 28 hours and 20 minutes of TV each week. By the time a child enters first grade at age six, he or she has watched 5,616 hours of TV. That is 1758-hour days each year. And

during the average lifetime in the United States each will spend ten full years of watching television.

What is this doing to our children? Teachers report that today's children in the United States have a shorter attention span than those of the pre-television era. (Remember that American television programmes are highly segmented by commercials which interrupt every few minutes.) Also, say the teachers, today's children seem to be less inquiring, more accepting of what they hear and what they read. And, although they are engulfed in a deluge of words from the TV box, they seem to be less articulate than their predecessors. Innumerable research studies show that children who are heavy viewers are usually the ones with low reading scores.

Having spent most of their out-of-school hours watching TV, children generally show little experience with play. Some have never thrown a ball or learned to roller-skate or fly a kite. Such children have no experience in the give-and-take of group play.

Yet television gives them a common bond. Rich and poor, English-speaking or not, they have watched the same sports events, followed the same soap operas through countless episodes, and know the same movie heroes. The child who seems inarticulate when questioned by the teacher

may be able to slip into the colloquial speech of the favourite TV hero and talk up a storm. Such a child seems to become this character—sometimes a guntoting law-breaker or undercover agent.

The programmes our children watch are those that adults watch. It is reported that the late shows (10:30 to 11:30 p.m.) attract 80.9 million viewers, almost 4 million of them under twelve. The programmes they watch may be filled with violence and terror—certainly not the subject matter anyone would propose as appropriate for children.

What about the trade books being published for American children in this television era? The newer ones are shorter than those of ten years ago. Also, like our TV programmes, they are frequently segmented, with tiny chapters or episodes for easy reading, quick pick-up and quick drop-out.

In the past fifteen years, we have seen a new realism coming into trade books for children, not unlike the realism they see on television. Several picture books for children tell of the stress and strain in the one-parent home. Terminal illness, mental retardation, and death are now revealed in children's books in the realistic setting of the here and now.

The same realism shows up in poetry for children as well. We have

poems about washing machines and escalators, about littered streets and traffic jams, about building demolition and city noises. Today few of our children respond positively to a poem about "a host of golden daffodils" or the fun of sliding down a haystack.

Both poetry and prose for children are more conversational in tone than previously. Usually sentences are short; dialogue sounds like your nextdoor neighbour; descriptions are sparse and under-stated.

In spite of this—or perhaps because of this—books for children in the United States have a strong emotional pull. Some of our story-book heroes and heroines have a nationwide following. Mention the name *Ramona*, and I think you will find every child—and many adults—know, admire and love the stalwart little girl who learns to cope with situations that at first seem to her to be overwhelming. And if you mention the name "Charlotte" in the United States, you will see everyone smiling with quiet appreciation for the most valiant and lovable spider in all literature. I have never read this book to children without the tearful appreciation of even the most hard-boiled in the group.

What about our textbooks? With the flood of new information, our textbooks are becoming more and more compressed. As a result, they seem colourless and totally without emotional pull or literary flavour. For example, one seventh-grade social studies book devotes only six pages to the 100-year period from Commodore Perry's arrival in the Bay of Tokyo in 1853 to the cease-fire in Korea in 1953. Colourful detail, human interest, even cause and effect are omitted.

For our beginning readers, whether child or adult, we have devised books with such limited vocabulary that they say nothing, raise no questions, and stimulate no thinking or feeling. These are books to decode,

not to read in the sense of understanding or feeling deep inside.

Michael Gault, writing for the French National Commission for UNESCO, calls this survival reading. It fills the need to read traffic signs, read directions on the medicine bottle, and, in my country, to get a driver's license. Jonathan Kozol calls this "the mechanistic thrust": decoding, reading, manuals at work, understanding instructions, and filling out forms. This kind of reading relates to the button or switch on the machine, not to other people or to the intricate patterns of human thought and feeling.

Richard Hoggart, writing in England 25 years ago, noted what he called "the trivialization of reading matter". According to Hoggart: "Reading, which in other settings promoted the intellectual growth of people, now threatens it."

This, I think, is the dilemma we face as we attempt to develop a literate population which can survive in the high technology of the information explosion. I would plead that we think beyond the ability to survive and strive also for the ability to flower as people who care, who share, who love.

What steps do we take to meet this challenge? I would suggest three:

First, I think we must accept the concept of language—oral language and printed language—as the prime avenue by which a child grows in mind and spirit. This means songs to the infant, conversation with the toddler, then storytelling, questioning and searching for answers, meeting new and different people and scenes through oral language and printed language.

Second, I urge that we provide children with a profusion of appealing literature, both oral and printed. For example, songs and tales from members of the older generation,

who may not be able to read and, indeed, may have nothing to read. In some areas radio and television are bringing oral literature to children; or filmstrips and video cassettes are introducing young children to the simple picture books to which they respond so eagerly. And of course ... books, books, and more books.

Modern printing techniques make it possible to print tens of thousands of copies of a book at a much lower cost than in the past. The paperback revolution in my own country has introduced a whole new world to children and increased child readership accordingly.

One-sixth of all books printed in Russia are children's books, with a minimum print order of half a million, more frequently a million. I was told that an entire print order may be snatched up in a few days.

Third, I think we must learn to introduce children and books so that readers become involved intellectually and emotionally. With infants and toddlers, draw them into clapping to the rhythm of a song or poem, and then to chiming in on repeated words and lines. Show children how to participate with body movement so that they feel the mood of the song or poem: tapping out the melody of the words or singing and swaying as the words suggest.

Draw children into talk about the songs and tales they have just heard. Not just "What did the song say?" Or "What was the story about?" But, "How did it make you feel? Like laughing? Or crying? Or somewhere in between? Does the story remind you of an experience you have had?"

With older children, we can suggest some consideration of values. Why do we learn to love Charlotte, the spider? Why did the other animals love her? Why did she have to die at the end of the story? Thus we can move into considerations that

apply to the child and his neighbourhood, even to the human race in general.

I hope that all of you know—or will become acquainted with—that remarkable little book by Paul Hazard, an eminent French scholar: *Books, Children and Men*. The English translation was published 40 years ago, but it remains an inspired revelation of the role of grown-ups who, in their infinite wisdom, have oppressed the child by “robbing

imagination of its rightful place and declaring a war on dreams.”

And how have they done this? Paul Hazard explains: “They have offered books that oozed boredom, that were likely to make him detest wisdom forever; silly books and empty books, pedantic books, books that paralyzed the spontaneous forces of his soul, absurd books by tens and by hundreds, falling like hail on spring time. The sooner they stifled the young heart, the sooner

they effaced from a young spirit the sense of freedom and pleasure in play, the more men were pleased with themselves for having raised childhood without delay to their own state of supreme perfection.”

I hope we will not repeat or continue to repeat this oppression of childhood and that instead we will heed what Paul Hazard declares to be the cry of children:

“Give us books! Give us wings!”,

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A CHALLENGE, NOT A THREAT

(Continued from page 9)

money—certainly in their later teens—than they themselves had ever had.

Well, what we have now is those children as the parents of today's children. This time round there is, I sense, a much narrower generation gap, and I believe that today's parents are much more concerned with their children's reading and education than their parents were. That is a most encouraging sign.

But, on the other side of the coin, there is the legitimate attraction of not just television, radio and records but nowadays—of videos, tapes and home computers. They have, as I have said, become very widely accessible—and widely bought—in the U.K. That said, one of the troubles with videos and home computers is that they nevertheless cost appreciable amounts of money. Worse than that, they go on costing money: for a video is not much fun if you have nothing to watch on it and a home computer needs its software to provide either entertainment or education. So the book is, among other things, competing for

both disposable income and leisure time which are being substantially directed elsewhere.

Perhaps, though, it is in the classroom where we see the new media and books cohabiting most successfully. Nowadays most British educational publishers are much more than book publishers. We offer tapes to go with this course, audiocassettes to go with that, videocassettes to go with another. And many of us are also publishing computer software—both educational and for home entertainment—in the belief that this is a publisher's (and indeed a bookseller's) proper market. But most of these audio-visual media—certainly in the classroom in the UK—are used to amplify or illustrate the book, not to replace it.

Books have it in them to influence people—and children as much as anyone—very greatly indeed. Most of us in this room (and we're the lucky ones) can probably remember both the first real book we read and several books which can genuinely be said to have altered our lives for the better. I know that I

can. And the fact that in my case one of them was by an Indian author—an apparently rather slight book called *Arrivals and Departures* by Apa Pant when he was India's High Commissioner in London—is just one small illustration of that. Books, I say again, communicate ideas and fan the imagination. They also instruct. And the illustrations in some children's books can positively inspire. We are a better society for having as many children reading and enjoying as many books as possible. Don't worry if they aren't all what we tend to call 'good books'. The children will sort that one out in their own time; and ideally with help from parents, teachers and librarians.

Finally—my last point—if children discover the joy of reading as children, be sure that they will continue to read as adults. Conversely—and very seriously both commercially to publishers and socially to nations—children who don't read are very likely never to read as adults. And we shouldn't forget the contribution of books to a democracy.

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Children's Literature in Russia

Excerpts from a paper by Dr IVAN P. KOROVKIN, Vice-Chairman of the USSR State Committee for Publishing, Printing and Book Trade, Moscow.

Great attention is paid in the Soviet Union to the publication of books for children. About 30 per cent of all the books put out in 1985 were intended for children from one to seventeen years of age. Over 3.5 thousand titles in editions running into a total of over 500 million copies are brought out every year. In every union and autonomous republic, children's books are published in the languages of the people who live in that republic. Books for children are brought out every year in 51 languages of the people of the USSR. Their production will grow particularly fast during the next five years, that is, from 1986 to 1990.

The books published represent a whole treasury of literature for children and teenagers: prose, poetry, drama, literary criticism, and a great many literary genres—fairy-tales, novellas, short stories, novels, verse, and essays.

Children's literature is brought out by more than half of the Soviet book publishers, that is, by 130 out of 217. There are 11 publishing houses specialising exclusively in children's literature, and another 15 are concerned with schoolbooks and popular science literature. These include such publishing houses as Detskaya Literatura and Malysh; Veselka and Molod in the Ukraine, Esh Gvardia in Uzbekistan, Zhalyn in Kazakhstan, Nakaduli in Georgia, Gynadjlik in Azerbaijan, Lumina in Moldavia and Maorif in Tadzhikistan.

New publishing houses specialising in children's literature are being founded in the union republics—Vituris of Lithuania in 1985, for example. Similar publishing houses are being established in Uzbekistan and Armenia.

The biggest publishing house of all, Detskaya Literatura, is also the oldest. The range of themes covered by it is encyclopedic: every year families, schools and libraries receive the works of Russian and foreign classics, fairy-tales of the peoples of the USSR and the world, contemporary Soviet and foreign literature, books on Russian, Soviet and world history and on the history of the revolutionary movement, works on philosophy and aesthetic education, literary and art criticism, bibliography, ecology and nature preservation.

Malysh is the only Soviet publishing house that caters exclusively for the pre-school age group, i.e., up to six or seven. Side by side with the usual books, it brings out special picture books for the very young, colouring albums, cubes and visual material for kindergartens and nurseries.

The following talented Russian Soviet writers are firm favourites with our young readers: Gorky, Mayakovsky, Sholokhov, A. Tolstoy, Fadeyev, Markov, Leonov, Fedin, Chukovsky, A. Gaidar, B. Zhitkov, L. Kassil, S. Marshak,

M. Prishvin, P. Bazhov, V. Bianki, Ye. Charushin, N. Nosov, A. Barto, S. Mikhalkov, A. Alexin, Alekseyev, L. L. Voronkova, V. Oseyeva, N. Dubov and many others.

Soviet literature for children is multinational. Each republic publishes works not only by writers who live in that republic, but also by writers belonging to other Soviet nationalities. For example, children living in the Russian Federation read books by the Turkmen writer Kayum Tangrykuliyeu, the Moldavian Spiridon Vangeli, the Ukrainian Bogdan Chaly and by many other authors. Young Latvians know, among others, stories by the Russian writer Valery Medvedev, the Armenian Hojak Gyulnazarian and the Estonian Eno Raud. The big publishing houses of Detskaya Literatura and Veselka (Ukraine) put out books by about sixty authors from the various Soviet republics each year.

Misha, a magazine intended for the young foreign reader, has been published since 1983. It contains short stories, verse, interesting pieces of information accompanied by colourful illustrations. It is published in seven languages and distributed in 100 countries. Indian children have become regular and enthusiastic readers of the magazine. One of the issues of the current year will be devoted to stories, verse and drawings submitted to *Misha's* editorial office by Indian children.

Apart from textbooks, educational publishers bring out books to extend schoolchildren's knowledge of many aspects of art, science, and technology. For example, the country's largest educational publisher, Prosveshcheniya, puts out about fifty titles in this field annually. They include the series "Spectacle and Spectator", "The Art of Photography", "The Magic World of Dancing", "Design", "The Art of the Classical Orient", "How to Be Strong and Tough", and "ABC of Chess."

The importance of children's literature in this age of scientific and technological revolution is enormous. Books in general are in our time a most important factor stimulating the harmonious development of science itself and of society as a whole. But a special part is played by books for children. The volumes in the "People of Science" series tell schoolchildren about world-famous scientists and scholars with special reference to their discoveries and achievements.

Popular science and science fiction books for children aim not only at enriching the mind, but also at touching a child's heart. We expect them to cultivate in him a love of science, an inquisitive mind, to teach him the art of creative thinking. These books aim to reveal the poetry and beauty of science, the dramatic conflict of ideas, bold flights of thought, the brilliant victories and bitter disappointments that go to make up the dynamic world of science; to stir a child's imagination by bold scientific hypotheses, unusual technical solutions, making him aware of the limitless potential of science which reveals nature's secrets and harnesses it to the service of mankind; to demonstrate the vital link between science and the development of society. For it is only with the help of good books that we can bring up future

generations. A good book sets a child on the right road.

'USSR-India Journey to the Stars' by Danisenko and Nekhamkin is about the cosmos and Soviet-Indian friendship. Published by Progress in 1984, it tells the story of the joint space flight by Soviet cosmonauts and R. Sharma, the Indian cosmonaut.

Books by foreign authors published in the Soviet Union are widely read by children of all ages. Works by W. Shakespeare, C. Perrault, D. Defoe, H. Heine, M. Twain, J. London, E. Voinich, H.G. Wells, R. Tagore, G. Rodari, A. Lindgren, L. Carroll, K. Nestlinger and D. Bisset are published in editions of millions of copies. Particularly popular with the young reader are Indian folk tales and works by modern writers such as P. Tampi, Prem Chand, D. Mukherjee, B. Bhattacharia and others.

Among them are Gita Banerjee's *My Friend Bobbie* (1982), Premchand's *A Game of Tipcat* (1983), and *Mahabharata* (1984) and *Robinson Crusoes from Bombay* (1984). In 1987 it is planned to publish Rajendra Avasthi's *The Holidays*. The folklore of the Indian peoples will go into a 10-volume library, "Fairy Tales of the Indian Peoples."

Problems relating to publishing books for children in the USSR and abroad are discussed in *Children's Literature*, the only magazine in the world specializing in the subject. There have been special issues of the magazine devoted to the progressive foreign literature of Japan, Sweden, India, Austria, Finland, etc.

Books for children are the cheapest kind of literature published in the Soviet Union. The average price of a book of 250-300 pages for children of school age varies from 60 to 80 kopeks; the price of a slender book in soft cover for children of pre-school age, from 3 to 5 kopeks, while the total editions of most

books for children of pre-school age and for children in the junior classes issued by Detskaya Literatura (Children's Literature) and Malysh (Kids) Publishing Houses number 1.5-2 million copies (in the *Book by Book, For the Little Ones, We Too Can Read, My First Books* and other series).

But the young reader doesn't have to buy a book: there are over 8,000 children's libraries in our country and 130 thousand libraries attached to schools.

A system of measures is being implemented in our country to stimulate a flow of new talent into children's literature and encourage young writers. All-Union, republican and regional seminars of young prose writers and poets who write for children are held at which experienced authors analyse the manuscripts of beginners, share with them their skills, and bring works of merit to the attention of publishers.

The USSR Writers' Union and the USSR State Committee for the Publishing, Printing and Book Trade have set up a Council for Children's Literature, which includes leading children's writers, teachers and educationalists, whose job is to discuss the quality of children's books and to work out recommendations and measures aimed at improving the publication of children's literature.

Further specialisation of Soviet publishing houses dealing with children's literature will not only help bring writers and artists and other people working on children's books together, but also will unite their efforts to improve the quality of children's books.

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Is There a Future for Children's Books?

CHEN BOCHUI from China is full of optimism. He says that publication of children's books should be based on the understanding that children, the hope of mankind, deserve good care and good education.

I would like to take this opportunity to say that there is a bright future for publishing children's books. What are the reasons for me to say this? Well, we all consider that children are the flowers of all nations, the hope of mankind, the future of the world, and even the successors and masters of this earth. So it is really a key question for us to provide them with good care and good education. The purpose of publishing children's books should be based on this understanding.

A Chinese proverb says: A workman must first sharpen his tools if he wishes to accomplish his work well. That is to say, we must make good preparation and lay a good foundation in order to succeed in our work. Children's books are a kind of important educational medium. We know that a healthy child not only needs a good material life but also rich nourishment for the mind. Therefore, the publication of a large number of outstanding children's books is a serious work for those working in the educational and publication fields. It even takes precedence in the realm of human culture. So broadly speaking, I think publication of children's books has great prospects.

In order to suit our little readers' tastes, we should try to publish various kinds of books and put them into different categories. There are a lot of things which we must take into consideration. For instance, our children (readers) are in different age-groups, they have different educational levels and different interests.

For me, the phrase "children's books" is a simple and abstract

concept, but I think we can't handle it mechanically. On the contrary, we should do a lot of research in subjects including frontier sciences, such as children's physical growth, mental kinetic energy, intelligence development and their living surroundings, even on the function of heredity.....In a nutshell, the more painstakingly we do our research, the better would be the quality of books and magazines we publish for our readers. Only in this way can we make our publication of children's books develop broadly and only in this way can such books be welcomed by children, teachers, parents and others in society.

Children's books can be divided into four categories:

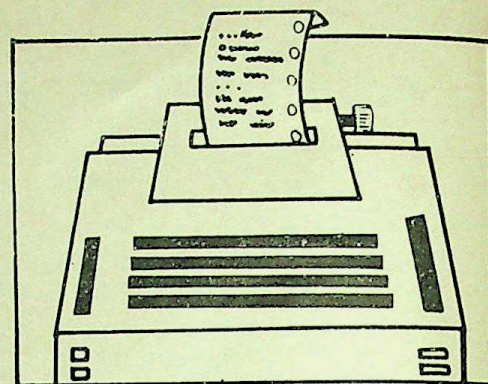
1. Children's books of practical use. These books are mainly used in schools as textbooks. They include reference books, e.g., guides for composition, guides for letter-writing, mathematical manuals, and books on music, games, technology and activities of young pioneers.
2. Children's literary books. These books include poems, novels, plays, fables, fairytales, biographies, travel notes, reportage and so on. This kind of reading material is vivid, smooth and interesting and is popular among children. Such as Ye Shengtao's *Scarecrow*, Carroll's *Alice in Wonderland*, Kingsley's *Water Babies*, Robert Stevenson's *Treasure Island*, Rabindranath Tagore's *Treasury* and Mark Twain's *Tom Sawyer*. The wide range of children's books reminds me of another Chinese proverb: "The

sparrow may be small, but it has all the vital organs."

3. Knowledge books. In the 1980's production of such books should be the main work of publishing houses. Once our great writer, Lu Xun, said: "Our writings should be interesting and easy to read."
4. Scientific reading material. Science and technology today is developing rapidly. We should therefore hold high the banner of scientific literary works. Of course, our writers need the help of scientists to ensure accuracy in the writing of such books. Science fiction, science tales and songs and science essays can inspire children to love and pursue science, so that when they grow up they can take up scientific research and make contributions to mankind. As publishers, writers and scientists, we should guide them according to their peculiarities, in order to yield good results. In his article *The Theme*, Maxim Gorki recommended a list of subjects for children's scientific writings. He wrote a preface for the English version of *Man and Mountain*. He wrote a children's book entitled *The Story of Five-Year Plan*. He also wrote stories about clock, book and lamp.

This is the general trend in the world and children's books are no exception. We have seen new books with stereoscopic binding and designs, with movable and discoloured pictures, and with sounds and smells. All this promises a bright future for children's books.

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NEWS AND EVENTS

BOOK ON GANDHI AND SUBASH BOSE RELEASED

Professor Samar Guha's book, *The Mahatma and The Netaji : Two Men of Destiny of India*, was released by President Zail Singh before a distinguished audience at Rashtrapati Bhawan on May 19. Speaking on the occasion, the President said that the paths adopted by Netaji Subash Chandra Bose and Mahatma Gandhi might have been different, but their goal was the same—the emancipation of the people of India from slavery.

Mr Zail Singh said that he had only two brief opportunities of meeting Gandhiji but none to meet Netaji. He said he was greatly impressed and always revered both equally.

Making an indirect criticism of those who oppose any kind of violence blindly, the President said that he had been initiated into the freedom struggle himself by revolutionaries who thought that violence was also an important and relevant means of achieving the goal of independence.

He said that Netaji and Gandhiji were complementary to each other and without the presence of one, the importance of the other could never have been realised.

The author, Prof. Guha, observed that in spite of the widely publicised differences between Gandhi and Bose, they respected each other.

Mr. S.K. Ghai, Managing Director of Sterling Publishers Private Limited, publishers of the book, while proposing a vote of thanks, announced that his firm would publish a cheaper edition of the book to bring it within the reach of more people. He was responding to the President's observation that books were becoming too expensive for the ordinary reader.

WORLD PHILOSOPHERS' SERIES

The book release ceremony of Vishwa Chintan Series (World Philosophers') Series was held in New Delhi on May 5. It was presided over by the noted author, S.H. Vatsyayan. Welcoming the large gathering of authors and journalists, Mr. D.N. Malhotra of Hind Pocket Books, said the objective of publishing the World Philosophers' Series was to make it available to the Hindi reading intelligentsia.

Dr Nilima Singh, the Series Editor, introduced all the five books in the series. Mr Rajendra Awasthi, Editor, *Saptahik Hindustan*, and Mr K.L. Nandan, Editor, *Dinman*, commended the series.

HOW TO CHOOSE A WIFE

Vinayako Paperbacks, the Publication Division of the Research Centre for Para-psychology and Behavioural Science, Rajouri Garden, New Delhi, released on April 22 its maiden publication, *How to Choose a Wife*, by Prof S.K. Vinayaka, member, Guest Faculty, Union Territories Civil Services, New Delhi. Dr G.C. Munjal, Professor and Head, Department of Psychiatry, G.B. Pant Hospital, was the Chief Guest at the function.

BOOK ON SINGHANIA

The institution of two prizes of Rs 1 lakh each to be awarded for outstanding medical research every year and applied industrial research every alternate year have been announced by Mr Hari Shankar Singhania, president of JK Organisation, on the occasion of the release of a book on his father. The book, *Lakshmiapat Singhania—His Concepts and Creations*—is a biography authored by Chentsal Rao. President Zail Singh released the book.

THREE WRITERS GET AWARDS

Three writers, Mr Rajender Shankar Bhat, Dr Manohar Prabhakar and Lt-Col. Bhishmpal, have been given the Bharatendu Harishchandra Award for Communication.

MOORTIDEVI AWARD FOR VIRENDRA JAIN

The Bharatiya Jnanpith second Moortidevi literary award was presented on April 27 to the noted Hindi writer, Virendra Kumar Jain, for his mythological romance—*Mukti Doot*.

The award carries a prize of Rs 21,000, a citation and a statuette of Saraswati. *Mukti Doot* is the mythological story of Anjana and Pavananjaya. Virendra Jain said he had tried to show in his work how a woman of strong character could become a source of inspiration and lead man to fulfil his destiny and achieve greater glory.

DMA—ESCORTS BOOK AWARD

Two books have been selected for the 22nd DMA-Escorts Book Award—1986. The first prize of Rs 5,000 goes to Dr S.S. Srivastava and Dr R.A. Yadav for their book *Management and Monitoring of Industrial Sickness*, published by Concept Publishing Company. The second prize of Rs 3,000 has been awarded to Dr E.A. Ramaswamy for his book *Power and Justice—The State in Industrial Relations*, published by Oxford University Press. Twenty-nine books were received for consideration of the Award.

Entries for the next year's Award will be invited some time in October/November 1986.

NEW UNION MINISTER

Ms Krishna Sahi was sworn in as one of the new members of the Union Council of Ministers at Rastrapati Bhawan on May 12. Ms Sahi was elected to the Lok Sabha from Begusarai in Bihar in 1984. She was a member of the UN Commission on Apartheid, and the Committee on Women and Apartheid at New York in 1982. She also represented the Congress (I) at the conference on the status of women held in Belgrade in 1983.

WOMEN V-C FOR BOMBAY

Dr (Miss) Mehroo Dhunjishah Bengalee, currently Professor and Head of the Department of Education, Bombay University, has been appointed Vice-Chancellor for a term of three years. She succeeds Dr M.S. Gore, who relinquished charge on March 10 last. She is the 128-year-old university's first woman Vice-Chancellor.

**NCERT CONTEST IN
CHILDREN'S LITERATURE**

Digitized by Arya Samaj Foundation Chennai and eGangotri

The National Council of Educational Research and Training (NCERT), has been conducting annual prize competitions in children's literature. This year 36 prizes will be awarded for books in Indian languages and English. Two prizes each will be awarded for books in regional languages and four prizes for books in Hindi. Each prize will carry Rs. 5,000. Only books meant for two age-groups—between 5 & 8 & 9 and 15 years will be eligible for the competition.

Four copies of the books/manuscripts should be submitted before July 15 to the officer nominated by the NCERT. Further details can be had from the Field Adviser, NCERT, Lane opposite to Skyline Theatre, Bashir Bagh, Hyderabad.

BOOK FAIRS ABROAD

The 1986 London Book Print Fair was attended by over 140 exhibitors. Close on 1,300 visited the fair on the first day and the organisers—The PAMS Group—were at times hard-pressed to cope with the registration of visitors.

This year there were 17 overseas exhibitors from 10 countries. The Book Print Fair is scheduled to move to Novotel in 1987. The Magazine and Periodical Producers Exhibition (MAPPEX) is to be incorporated with the next year's fair.

Book Fair for Saudi Arabia: From 11 to 15 January 1987 in Riyadh will take place Saudi Arabia's inaugural International Book Fair, providing publishers world-wide with a unique opportunity to display books in the largest book import market in the Middle East.

(Continued on page 20)

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First Edition 1985 : Crown Size : Price Rs 120
- *** *An Introduction to The Sanatan Dharma* by K.D. Bhardwaj
(Popular aspects of Hinduism)
(First Edition 1985 : Crown Size : Price Rs 60)

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Nelson Point, Australian National Copyright Int. Centre, 1983. 28p.

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Selected Contents: More than rice and spices; The tap roots of humanity: culture-bound issues in folktales and legends; Annotated bibliography of Southeast Asian children's fiction.

CHILDREN'S LITERATURE VOL. 8. New Haven and London, Yale University Press, 1980, 212p.

Selected Contents: Children's stories: the link to a past; Child abuse and the literature of childhood; Today's writers of children; Defining children's literature.

CHILDREN'S LITERATURE VOL. 9. New Haven and London, Yale University Press, 1981, 241p.

Selected Contents: Every child is born a genius; Stepmother tales in Japan; Children's literature and the media; Television and reading in the development of imagination; Rewriting history for children.

Cline, Ruth J. and William G. McBride. A GUIDE TO LITERATURE FOR YOUNG ADULTS. Background, selection and use. Glenview, Illinois, Scott, Foresman and Company, 1983, 200p.

Selected Contents: The young adult; A brief history of literature for young adults; Selection of literature; The librarian, the teacher, and book selection; Literature in the curriculum; Motivating students to become lifetime readers.

Grant, James P. THE STATE OF WORLD'S CHILDREN 1985. New York, UNICEF, 1985, 78pp.

Selected Contents: A revolution beginning; Protection in poverty; Going into action; A health service for all; Women's time; Changing perceptions.

John, T.V. (Ed.) WHAT IS CHILDREN'S LITERATURE? Papers presented in the All India Seminar on Children's Literature ... November 1981. Trivandrum, State Institute of Children's Literature, 1982, xxiv, 269p.

Selected Contents: The Ingredients that make up children's literature; The writer—children and literature; Creative literature for children; Children's films; Informative literature for children, Printing and production of children's literature.

Klingberg, Gote and others (Ed.). CHILDREN'S BOOKS IN TRANSLATION. The situation and the problems. Proceedings of the ... symposium. Stockholm, Almqvist and Wiksell International, 1978. 171p.

Selected Contents: The influence of translation on the development of national children's literature; The different aspects of research into the translation of children's books and its practical application; Translation—art, science, or craft.

Moransee, Jess R. (Ed.). CHILDREN'S PRIZE BOOKS. An international listing of 193 children's literature prizes. New York; K.G. Saur Munchen, 1983, xxii, 620p.

Orjasaeter, Tordis. **THE ROLE OF CHILDREN'S BOOKS IN INTEGRATING HANDICAPPED CHILDREN INTO EVERYDAY LIFE.** Paris, Unesco, n.d. 46p. (Studies on books and reading No. 1).

Selected Contents: Handicapped children: a challenge; Handicapped children—who are they? Books and everyday life; Children in institutions; What special kind of books do we need?; Handicapped children in books.

Pellowski, Anne. **MADE TO MEASURE: Children's Books in Developing Countries,** Paris, Unesco, 1980. 129p.

Selected Contents: A brief history of children's literature; Writing; Illustration; Editing; Design; Publishing; Distribution; Promotion; Steps on the right direction.

Pellowski, Anne. **THE WORLD OF STORYTELLING.** New York and London, R.R. Bowker Company, 1977. xix, 296p.

Selected Contents: Types of storytelling: past and present; The format and style of storytelling; The training of storytellers; A multilingual dictionary of storytelling terms.

Scott, Dorothea Hayward. **CHINESE POPULAR LITERATURE.** Chicago, American Library Association, 1980. ix, 181p.

Selected Contents: Chinese literature and its transmission from early times; Myths, legends, and symbolism; Storytellers, puppets, and theatres; The 20th century and development of a modern colloquial literature for children.

SELECTING MATERIALS FOR CHILDREN AND YOUNG PEOPLE. A bibliography. Chicago, American Library Association, 1980. v, 74p.

Selected Contents: Lists; Review sources; Reference; Literature; Science and mathematics; Social studies; Directory of publishers.

STORY IN THE CHANGING WORLD. Papers and Proceedings of the 18th Congress of the International Board For Young People ... 6-10 September 1982. [Cambridge], IBBY, 1982. 138p.

Selected Contents: The role of the story; The psychological role of story; Books and disabled persons; On fairytales; International cooperative publishing.

Tanyzer, Harold and Jean Karl (Ed.). **READING, CHILDREN'S BOOKS, AND OUR PLURALISTIC SOCIETY.** Newark, Delaware, International Reading Association, 1972. vi, 89p.

Selected Contents: The black child's needs; Spanish speaking American children and children's books; Who speaks for a culture?; The minority image in books for youth: evolution and evaluation.

Taylor, Bing and Peter Braithwaite (Ed.). **THE GOOD BOOK GUIDE TO CHILDREN'S BOOKS.** Harmondsworth, Penguin Books, Ltd., 1984. 79p.

Selected Contents: Choosing children's books; The books; Buying books.

Unesco. **BIBLIOGRAPHY OF BOOKS FOR HANDICAPPED CHILDREN.** Part I & II. Compiled by the International Youth Library, Munich, Paris, Unesco, n.d. 197p. (Studies on books and reading No. 11).

Contents: Entries arranged countrywise.

Reproduced from "A Select Bibliography: Book Publishing and Released Subjects—1985.
A Unesco Publication

NEWS AND EVENTS

(Continued from page 18)

4th Middle East Book Fair, held during January 13-16, showed increased attendance from all Middle Eastern States resulting from scheduling the event simultaneously with education and office technology shows.

Beijing Internal Book Fair (September 5-11) will be a biennial event, alternating with the Moscow Fair. The Singapore event will coincide with Beijing.

RECEPTIONS

To meet the delegates to the Silver Jubilee Session of the All-India Small and Medium Newspapers' Federation, the Chief Executive Councillor of Delhi, Mr Jag Parvesh Chandra, held a reception in New Delhi on May 3.

A dinner reception was held by Mrs. & Mr R.R. Sharma to celebrate the Golden Jubilee of the birth of Mr Y.P. Ranade and the Silver Jubilee of the wedding of Mrs & Mr Y.P. Ranade in New Delhi on May 4.

Books from India Displayed at Warsaw Book Fair

21 - 26 MAY 1986

ABHINAV PUBLICATIONS

Prehistoric Rock Paintings of Bhimbetka
by *Yashodhar Mathpal*

1984, 236+xviii pp, Size Demy 4to Half-tone Illus;
83 colour Illus; 15 Line Illus; 83 Bibliography; Index,
Rs 500 ART

Madhubani Painting by *Upendra Thakur*

1986, 176pp, 18½ cm × 24½ cm, ISBN 0 391 02411 6,
Rs 210 ART

Indian Ballet Dancing by *Projesh Banerjee*

1983, 192pp, 23 cm × 28½ cm, ISBN 0 391 02716 6,
Rs 250 ART

Festivals of India by *Brijendra Nath Sharma*

1985, 156+88+xxiv pp, Crown 4to; Half-tone Illus.
107; Colour Reproductions 9; Rs 130 ART

Secret Power of Tantrik Breathing by *Swami Sivapri-
yananda*

1983, 76+viii pp, Demy 8vo; Line Illus 5; Colour
Illus 8; Rs 70 PHILOSOPHY

Poet-Painter; Paintings of Rabindra Nath Tagore
by *Mulk Raj Anand*

1985, 86pp, Size 24 cm × 24½ cm, Half-tone Plate
B/W 40; Line Block 6; Colour Plates 8; Index;
Rs 150 ART

Mythical Animals of Indian Art by *K. Krishna Murthy*

1985, 84+xi pp, Line Illus. xxiv; 14 cm × 22 cm,
Rs 75 ART

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Recent Advances in Pollen Research

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Rs 175 AGRICULTURE

Programming and Computing with Fortran IV

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1985, 404pp, 14 cm × 22 cm, Rs 28 COMPUTER

Computer Programming in Basic by *P.S. Grover*

1985, 192pp, 13 cm × 21 cm, Rs 30 COMPUTER

Essentials of Algol Programming by *P.S. Grover*

1984, 156pp, 14 cm × 22 cm, Rs 45 COMPUTER

Popular Science in Mass Media by *Mohan Sundara
Rajan*

1985, 170pp, 14 cm × 21½ cm, Rs 75 PHYSICS

Moeller/Fricke Fundamentals to Electro-Technics
by *P. Sankaran & A. Chandrasekaran (Translators)*

1981, 528pp, 15 cm × 23½ cm, Rs 30 PHYSICS

Gustav Niemann Machine Elements Design and
Calculation in Mechanical Engineering Volume II,
Gears, by *K. Lakshminarayana, M.A. Parameswaran
& G.V.N. Rayudu (Translators)*

1980, 360pp, 18½ cm × 26 cm, Rs 45 PHYSICS

Gustav Niemann Machine Elements Design and
Calculation in Mechanical Engineering Volume I
Fundamentals, Connections, Bearings, Shafts and
Accessories by *K. Lakshminarayana, M.A. Parames-
waran & G.V.N. Rayudu*

1980, 368pp, 81½ cm × 26 cm, Rs 45 PHYSICS

Handbook of Solar Radiation: Data for India 1980
by *A. Mani*

1981, 508pp, 21½ cm × 28 cm, Rs 200 PHYSICS

Wind Energy Data For India by *Anna Mani &
D.A. Mooley*

1983, 558pp, 21½ cm × 28 cm, Rs 300 PHYSICS

Essentials of Cardiac Therapy, For Students,
Practitioners and Consultants by *K.K. Datey &
A.A. Hingorani*

1983, 516pp, 13½ cm × 22 cm, Rs 26.50 MEDICAL

Obstetrics and Gynaecology in Developing Countries
by *A.V. Kerkar*

1985, 414pp, 13½ cm × 22 cm, Rs 80 MEDICAL

Atlas of Clinical Radiology of Farm Animals

by *J.M. Nigam, A.P. Singh, I.S. Chandna &
R.P.S. Tyagi*

1985, 332pp, 24½ cm × 18½ cm, Rs 200 MEDICAL

Methods in Cell Culture and Virology by *Anant Rai*

1985, 270pp, 13½ cm × 22 cm, Rs 27 MEDICAL

Diagnosis and Management of Aches and Pains

by *Asoke K. Bagchi*

1983, 232pp, 13½ cm × 22 cm, Rs 80 MEDICAL

A Text-book of Midwifery: For Students and Practi-
tioners by *R.W. Johnstone, Robert Keller*

1985, 648pp, 13½ cm × 22 cm, Rs 75 MEDICAL

CLARION BOOKS

- Religions of India by *Dr Karan Singh*
1983, 308pp, 21½ cm × 29 cm, Rs 355 INDIAN
CULTURE AND RELIGIONS
- Archaeology of India by *Amar Nath Khanna*
1981, 170pp, 21½ cm × 24 cm, Rs 155
ARCHITECTURE
- The Ganga Trail by *Jagmohan Mahajan*
1984, 158pp, 21½ cm × 24 cm, Rs 325 ART
- Indian Cinema Past & Present by *Firoze Rangoonwalla*
1983, 174pp, 22 cm × 28 cm, Rs 255 ART
- Images of Devi in Pahari Painting by *Chhote Bharany*
1984, 158pp, 20½ cm × 27½ cm, Rs 255 ART
- The Glory of Indian Handicrafts by *Kamaladevi Chattopadhyay*
1985, 206pp, 13½ cm × 22½ cm, Rs 65 ART
- Nilambari by *Ajneya*
1981, 96pp, 13½ cm × 22½ cm, Rs 40 LITERATURE

HIMALAYAN BOOKS

- Himalaya: A Practical Guide by *Manfred Gerner & HPS Ahluwalia*
1985, 470pp, 12½ cm × 18½ cm,
ISBN 81 7002 004 2, Rs 110 SOCIOLOGY
- Himalayan: Pilgrimages and The New Tourism
by *Jagdish Kaur*
1985, 220pp, 22 cm × 28 cm, ISBN 81 7002 000 x,
Rs 450 SOCIOLOGY
- Inside India by *Gurmeet Thukral*
1985, 126pp, 28½ cm × 28½ cm, Rs 350 SOCIOLOGY
- The Splendours of Indian Dance by *Mohan Khokar & Gurmeet Thukral*
1985, 100pp, 27½ cm × 27½ cm, ISBN 81 7002 002 6,
Rs 350 SOCIOLOGY

INTERPRINT

- Essential Pediatrics by *Dr O.P. Ghai*
1985, 400pp, Illustrated, Rs 80 MEDICINE
- Management of Primary Health Care
by *Dr O.P. Ghai*
1985, 240pp, Rs 22.50 MEDICINE
- Everyday Pediatrics by *Dr George D. Maragos*
1983, 248pp, Rs 95 MEDICINE
- Pediatric Emergencies in the Ambulatorium
by *Dr George D. Maragos*
1984, 218pp, Illustrated, Rs 95 MEDICINE

- Historical Review and Recent Advances in Neonata
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1985, 428pp, Illustrated, Rs 195 MEDICINE
- Diabetes Mellitus in Developing Countries
by *J.S. Bajaj*
1984, 450pp, Illustrated, Rs 225 MEDICINE
- Multiple Choice Questions in Pharmacology and
Therapeutics by *Dr (Miss) J.K. Grover*
1985, 352pp, Rs 45 MEDICINE
- Colour Atlas of Dermatology by *Dr L.K. Bhutani*
1986, 200pp, 363 Colour Photographs, Rs 250
MEDICINE
- Materials and Environment by *Dr J.N. Nanda*
1984, 120pp, Rs 70 MEDICINE
- Aspects of Radiation Biophysics by *Dr A. Mookerjee & S.B. Bhattacharjee*
1984, 120pp, Rs 70 MEDICINE
- Introduction to Environmental Management
by *Dr B.D. Nag Chaudhuri*
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- Planktonic Copepods of Freshwater Ecosystems
by *Dr K.L. Sehgal*
1983, 175pp, Rs 80 MEDICINE
- Dictionary *Larousae De Poche* Bilingual Dictionary
French-English English-French
1985, 560pp, Illustrated, Rs 30 LANGUAGE
- Gandhi: A Life Revisited by *Krishna Kriplani*
1984, 132pp, Rs 48, 69 Black & White Photographs
ORIENTALIA
- Gandhi: Uha Vida Rememorada (Spanish Edition)
1984, Rs 90 ORIENTALIA
- Gandhi: One Vie Revue (French Edition)
1984, Rs 90 ORIENTALIA
1984, Rs 100 (Arabic Edition) ORIENTALIA
- Eternal Ramayana: The Ramayana of Tulsidas
by *F.S. Growse*
1983, 600pp, Rs 95 ORIENTALIA
- Light of Asia by *Sir Edwin Arnold*
1985, 240pp, Rs 35 ORIENTALIA
- The Song Celestial—Shrimad Bhagavad Gita
by *Sri Edwin Arnold*
1985, 152pp, Rs 40 ORIENTALIA

1982, 220pp, Illustrated, Rs 180 ORIENTALIA

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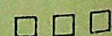
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BOOK REVIEWS

WOMEN AND WORK IN INDIA: Continuity and Change, by Joyce Lebra, Joy Paulson, Jana Everett (editors), 1984, 310pp., Rs 250, Promilla & Co., Publishers, New Delhi.

The book embodies original essays by ten leading American and Indian scholars. They cover a wide spectrum of the work of women in the organized as well as the larger unorganized sector. Interviews with female respondents in eleven major occupations are balanced with historical background and sociological analysis. Profiles of individual respondents in the words of the women themselves lend relevance and poignant immediacy to each chapter.

Here, for the first time we see together in a single volume occupations ranging from the work of the highly educated westernized elite to the low-paid piece work of the impoverished unorganized majority. The coverage is comprehensive: doctors, teachers, lawyers, politicians, artists, journalists, sweepers, farm workers, construction workers, street vendors. The chapter on housewives cuts across all categories.

It's really a symposium on women: a series of highly integrated

organically unified studies, each chapter focussed on the same questions: How do women function as agents of tradition and/or change? How do women perceive their own economic roles? How do the highly educated elite view the urban-rural dichotomy and the great disparities in wealth and welfare? In the case of the impoverished, powerless, day labourers how do women cope or simply survive? What evidence is there for the hypothesis that the economic and social status of women is declining? These are some of the highly significant and charged issues assessed in this volume.

AGRARIAN INDIA BETWEEN THE WORLD WARS, by Rostislav Ulyanovsky, Progress Publishers, Moscow, 1985, 295pp.

Though extensive research work has been done on the agrarian economy of India, both by Indian and foreign scholars, this work by Prof R.S. Ulyanovsky is a brilliant exposition of changes in the agrarian economy of our country during the colonial period, in the first four decades of the present century in particular. The book gives a historical perspective analysing socio-economic problems which India faced in the last two decades.

The analysis by this internationally reputed Soviet scholar brings into sharp focus that although India was, indeed, following a capitalist course of development and advancing faster than other colonial and semi-colonial countries, this course had its own specific characteristics. India's capitalist development had "inherent specific features"—a combination of several economic structures from economic formations of a precapitalist type, with the leading and rapidly developing capitalist structure, the subordination of the whole economy and all its sectors to the world capitalist market and, of course primarily that of Britain, the metropolitan country.

The author concludes that the "economic and social processes of transition to capitalism were deformed in India, and in this they differed greatly from the same processes on a free independent and spontaneous basis in the countries of Europe and in Russia". All this leads to the conclusion that the agrarian economy of India did bear all the features of what the author has described as colonial-feudal capitalism—a concept which has a bearing on economic development.

This veteran Soviet scholar says

that the Indian rich peasant stratum, the capitalist development of which was hampered, on one hand, by the prevailing feudal survivals, and on the other hand, by the colonial development, was unable to carry out "a revolutionary, objectively bourgeois and internally consistent agrarian revolution."

MAYAMATA: An Indian Treatise on Housing Architecture and Iconography translated by Bruno Dagens, 1985, 389pp., Rs 150, Sitaram Bhartia Institute of Scientific Research, New Delhi.

The *Mayamata* is a *Vastusastra*, that is to say, a 'treatise on dwelling' and, as such, it deals with all the facets of God's and men's dwellings, from the choice of a site to the iconography of temple walls. It contains numerous precise descriptions of villages and towns as well as of temples, houses, mansions and palaces. It gives indications for the selection of a proper orientation, of right dimensions and of 'appropriate building materials. It is intended to be a manual for the architect and a guide-book for the layman. Well-thought-of by the traditional architects (*sthapatis*) of South India, this treatise is of interest at a time when technical traditions in all fields are being scrutinized for their possible modern application.

The *Mayamata* has so far been translated into Tamil and French. The present English version is based upon the edition, with the French translation, previously published by Dr B. Dagens in the Publication Series of the French Institute of Indology (Pondicherry).

The book may be considered as a companion volume to the study, by the same author, on *Architecture in the Ajitagama* and in the *Rauravagama* (1984), also published by the Sitaram Bhartia Institute of Scientific Research.

EVALUATING MANAGEMENT TRAINING AND DEVELOPMENT, by Virmani & Premila Seth, 1985, 426pp., Rs 190, Vision Books, New Delhi.

Continuous training and development of its managers is being increasingly recognised as a key factor for any company to triumph over the competitive and technological challenges of the presentday business environment. This realisation has, in turn, given rise to an array of management training and development institutions and programmes.

The book is the result of a most thorough action-research programme on evaluation of management training and development undertaken in this country. It focusses on the methods of determining the efficiency and effectiveness of such programmes. Based on extensive empirical research, the authors have designed some concrete tools: a Learning Index to measure the extent of learning achieved by trainees during a training programme; and a Job Improvement Plan (JIP) to monitor whether, and how effectively, such training is actually applied to their jobs by the trainees. The latter, especially, is a breakthrough concept which could help evaluate whether training costs pay back dividends in terms of improved on-the-job performance.

This book will greatly help personnel managers, training and organisational development managers, and trainees and training institutions to continuously monitor the efficiency and effectiveness of their programmes and to ensure that these actually deliver the results they are meant to.

WRITER'S ENCYCLOPEDIA, edited by Kirk Polking, 1983, 532pp., \$ 16.95, Writer's Digest Books, Ohio.

The result of years of extensive research, *Writer's Encyclopedia*

gathers together facts, figures, definition, and example—information about writing from hundreds of sources—into this one convenient volume. No matter what the reader's questions or area of interest (whether freelance writing, editing, publishing, advertising, song-writing, broadcasting, film theatre, lecturing, or public relations) he will find his answers among the more than 1,200 alphabetical listings and dozens of Appendix entries.

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REMINISCENCES AND REFLECTIONS, by Marshal of the Soviet Union G. Zhukov, (in two volumes), Progress Publishers, Moscow, 1985, 454+486pp., Rs 50 (for the set).

Forty years have passed since the end of the Second World War, but there has hardly been a proper and perceptive evaluation by historians outside the socialist countries of the Herculean efforts of the Soviet armed forces in defeating and finally annihilating the Nazi war machine that simultaneously extinguished Hitler's hope of world conquest.

Influenced by the post-war anti-Soviet campaign launched by Western imperialist circles, many historians failed to assess the impact of several battles of historic proportions on the entire course of the Second World War, which were

planned and personally guided by Marshal Georgi Konstantinovich Zhukov (1896-1974), the then deputy chief of the Soviet armed forces and only next to Stalin in authority for the conduct of the war against the Hitlerite hordes.

In his *Reminiscences and Reflections* (first published in 1974 and its English translation in 1985) Marshal Zhukov appears more as a military commander trying his level best to faithfully recapitulate the heroic feats of the Soviet people during those momentous times when the future of the world's first socialist country hung in balance.

Just when the Western media were about to announce the fall of Moscow, Stalingrad or other strategic Soviet positions before the armed might of Nazi Germany, Zhukov recounted how the tide of the Hitlerite onslaught was turned by the enormous sacrifices made by the Soviet men, women and children, fighting at the front or behind the enemy lines at the armaments production centres or in the construction of barricades against the fascist invaders.

Zhukov's testament, as it were, throws a lot of light on the significant events that moulded the Soviet people. His career in the Red Army almost coincided with the development of the Soviet system. "I have always felt," he wrote, "that I am needed by the people, that I am continuously in their debt. And that, if one reflects on the sense of human living, this is the main thing. My life is but a small example of the Soviet people."

A JOURNEY THROUGH THE UNIVERSE, by Jayant Narlikar

THE STORY OF OUR NEWSPAPERS, by Chanchal Sarkar

OUR BODY: A WONDERFUL MACHINE, by Ramesh Bijlani

FLOWERS AND I, by Manorama Jafa.

All published by National Book Trust, New Delhi, 1986, Rs 2.50 each

Children's literature in India, except for school textbooks, has mostly consisted of books about the country's cultural heritage in the form of folktales and mythological stories. A knowledge of the country's past being necessary to fully understand its present, these publications have been fulfilling a useful role. However, what is more important today is for children to be aware of the world in which they live. The four books listed above eminently meet this need in their own way. All of them are by experts, the material presented in them is authoritative, and the production pleasing. Written in simple clear language, they are embellished with illustrations.

Jayant Narlikar takes the reader on a journey through the Universe during which he traces the development of astronomy, provides glimpses of the world of galaxies and explains theories about the origin of the Universe.

Chanchal Sarkar is concerned with less celestial matters and more with men and events with which newspapers deal. He narrates the exciting story of our newspapers with the help of graphic illustrations, recalling the contributions of pioneers of journalism in the country before he takes the reader into a newspaper office and introduces him to men and machines that produce what all of us wait for anxiously in the morning. He concludes by giving the ingredients of a good newspaper while looking at the state of the press in the country.

Machines which make newspapers are very simple compared to the human body. Ramesh Bijlani tells us all about the working of this wonderful machine, which grows, feels and protects itself.

Manorama Jafa, unlike the above three authors, deals with her subject in a poetic manner—in verse—to which flowers are ideally suited. She dwells on the joys of collecting flowers.

THE MAHABHARATA, retold by Virendra Verma and Shanti Verma, 1986, 195pp. (illustrated), Rs 30, Pitambar Publishing Company, New Delhi

Basically, the Mahabharata is the story of the evils of vanity, ambition, anger, hatred and greed. It tells us of the codes of honour to be observed and in the same breath it gives us multiple examples of their breach by the highest and the noblest of the bygone ages. The story enables us to pass alternatively through periods of joy and sorrow and this helps us to cleanse our inner self and lift us from the earthly to the celestial world, which is more real. The story can also help us, if we so strive, to attain the Holy Life and the Eternal Bliss, as the Pandavas and Draupadi attained after casting off their mortal bodies.

The authors have rendered this great epic into simple English, based on original sources and contributions by renowned scholars, Indian and foreign.

THE SANATANA DHARMA, by K.D. Bharadwaj, 1985, 120pp. (illustrated), Rs 25, Pitambar Publishing Company, New Delhi

One of the several sections of Hinduism, the Sanatana Dharma has, in common with all the other branches of this religion, the goal of achieving a happy life here and salvation hereafter. It has suggested its own ways and means for this purpose. The present volume introduces to the reader, young and old, the Sanatana Dharma, which continues to be the most popular aspect of Hinduism. It makes up the deficiency created by the paucity

of elementary books on religions founded on traditions linked with the Vedic texts.

PRINCIPLES OF MERCANTILE LAW, by Dr Avtar Singh, 1985, 1064pp., Rs 85, Eastern Book Company, Lucknow.

Dr Avtar Singh's study of the principles of Mercantile Law as presented in this book has won accolades from every quarter. The book has remained unsurpassed since its publication one and a half decades ago.

The book deals with five fundamental branches of the subject: Law of Contract, Law of Partnership, Law of Sales of Goods and Hire-Purchase, Law of Negotiable Instruments, and Law relating to Companies.

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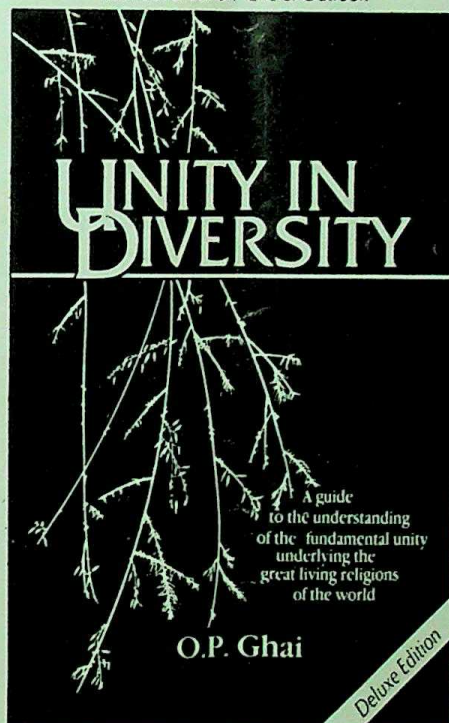
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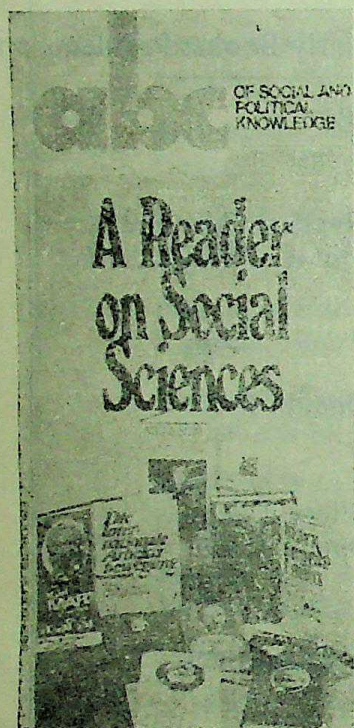
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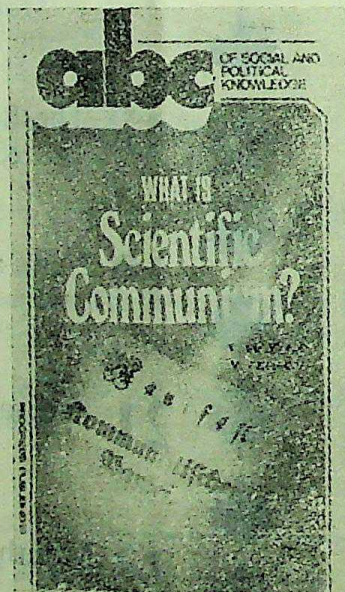
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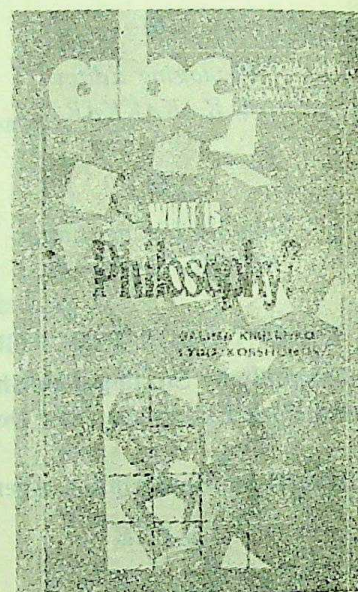
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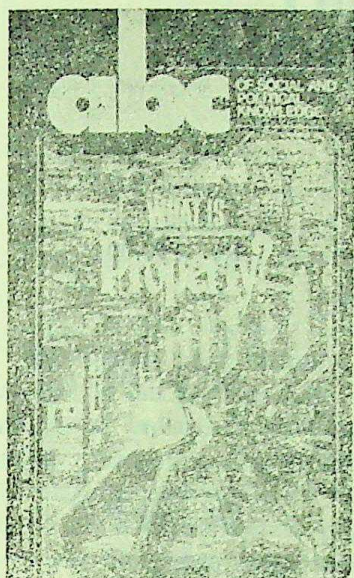
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The Dismal Indian Publishing Scene

It is a pity, says ASHOKE CHOPRA, that in a country where there are 13 languages whose history and literature span over 1,000 years, 50 per cent of the titles are in English, all the other languages accounting for the remaining 50 per cent.

The Indian book scene is not only diverse but presents many contradictions. India is the third largest country in scientific and technological manpower and yet it has 50 per cent of the world's illiterate population. It is the eighth largest country in terms of publishing in the world and the largest book producer in the world. Although it has nearly 15 per cent of the world's population, it accounts barely for three per cent of the world's book titles.

While the world's per capita consumption is about 2000 pages in the leading publishing countries, India accounts for around 30 pages only. In terms of print runs, the picture is not only dismal but also contradictory. In cases where there is captive readership, such as the Bal Bharati first book in Marathi, the print run is as much as 40,00,000 whereas in respect of any average book in an Indian language the print run is 1100 to 2100. India ranks third after the US and the UK in the production of English titles, while the English knowing population of the country accounts for two to four per cent. In a country where there are 13 languages with history and literature spanning over at least 1000 years (and these are accepted as major state languages), the publishing scene reflects that 50 per cent of the total titles are in English and all the other languages account for the remaining 50 per cent.

What is more, while English titles are mostly non-fiction, Indian language titles are mostly literary in content. There are not sufficient books to meet the demand of different linguistic regions of the country. And in this diversified field India has never had a book policy.

It was finally on January 24, 1985, that questions were asked in Parliament about the same and the then education minister referred the matter to the reconstituted National Book Development Council to draft a National Book Policy. The five-member committee which was set up to prepare the draft report has now submitted its report which has some interesting observations to make. According to it, despite a tremendous change in the Indian society during the last 40 years, books have changed little. The cultural diversity in languages, religions, customs and life-styles has not generated books which could counter the prevailing prejudices towards one another and build a system of education based on the multicultural foundation of the country. Even at the younger level many children do not find themselves reflected in the books they read.

There are others who see diversity all round them but do not find it reflected in the books they read. Most children lack the means and opportunities to possess books. The

monocentric portrayal of regions and cultures does not provide coping ability to readers to live in a multicultural country. Writers and books have a responsibility to ensure that they do not present biased and outdated views but accurately portray the people with diverse cultures living in ecologically varied environments and yet independent of one another. Publishers have also a responsibility towards authors and the reading public—an aspect which has been ignored so far.

The report is modest and its implementation will certainly have greater psychological than financial implications. Whether the report will contribute to the creation of a learning society and develop a pluralistic perspective only time will show, but at present one just hopes that the report is not left untouched in some remote corner in New Delhi's Shastri Bhawan to gather layers of dust.

□□□

ASEAN Scholarly Books : PROBLEMS & PROSPECTS

The many and varied problems of the scholarly publisher, "who is always in trouble," are discussed by N.T.S. CHOPRA, Managing Director of Chopmen Publishers, Singapore, publishers of scholarly and academic books and journals. He is an educationist, publisher, writer and a social worker. As a Unesco book expert, he has assisted in training the members of the book industry in some of the developing countries.

When we talk of ASEAN, it is not unusual for people to think that perhaps the word ASIAN is being mispronounced. So, let me explain what ASEAN means.

Indonesia, Malaysia, the Philippines, Singapore and Thailand issued the ASEAN Declaration in Bangkok on 8 August 1967 forming the Association of South East Asian Nations (ASEAN). It was formed mainly to accelerate economic growth, social progress and cultural development in the region through joint endeavours and to strengthen the foundation for a prosperous and peaceful community of South East Asian Nations. The organisation was not very active for a few years, to start with. However, in February 1976, the Heads of Governments of the five member-countries held their first summit in Bali. That was the time when all over Asia great economic development was taking place and as such the ASEAN leaders also chalked out programmes of economic cooperation and integration. This was aimed at developing a regional perspective for ASEAN. Since then ASEAN has become a very active and dynamic organisation. Recently, Brunei was admitted into ASEAN as the sixth member-state.

Since our topic concerns ASEAN Scholarly Books, we may be able to appreciate its various issues better,

if we have some idea of the economic status and situation of the ASEAN region. Free enterprise is the common philosophy of all the nations of ASEAN although they represent six very different economies. A combined population of more than 275 million people of the ASEAN region represents a market larger in population than the US and Canada combined. ASEAN's development has been growing quite fast at an average rate of 7 per cent annually during the last decade. And in spite of the recent economic slowdown throughout the world, including the ASEAN region, ASEAN is not faring very badly. ASEAN in fact still remains the fastest growing economic group in the world.

Economic Status

The publishing and printing industry as a whole is also fast growing in the ASEAN region. In Singapore the industry is expected to sustain its past real growth rate of 11 per cent over the next decade. The industry enjoyed real growth in value added of 10.7 per cent between 1976 and 1982, contributing 1.2 per cent to the gross domestic product during that period. Exports are targeted to jump from the current S\$120 million to S\$400 million by 1995.

According to a very recent report

by the working group on publishing (a part of the sub-committee set up by the Government to study the services sector), the emphasis on education in the region offers opportunities for publishing children's books and reference books in multilingual editions as well as academic works in science, technology and business for tertiary education.

The target output is 4,500 titles a year by 1995 compared with the present output of 2,000 titles. The application of electronic technology, such as satellite transmission of articles will add to future growth.

Specific Problems

Some of the main problems facing the industry, says the report, are regional trans-border restrictions, excessive control on publication, high infrastructure costs, inadequate copyright provisions and lack of creative manpower. The specific problems of scholarly and academic books are many and varied. While recognising the fact that publishing of scholarly books must be a viable commercial activity and a profitable business venture for the publisher, it cannot however be overlooked that it has moral, social and national obligations for a publisher.

Profits or no profits, the original research work of the nation's scholars

should be published for wider distribution provided the research is relevant to the national interests. Higher learning academic books and textbooks required for the growing number of students in the colleges and universities throughout the ASEAN region must be provided. In each member-state of ASEAN due to bilingual and multi-lingual policies, textbooks for the tertiary level education are required in English and various other indigenous languages. So the publishers in the private sector, the university presses and the government organisations engaged in scholarly publishing—all have a role to play to satisfy the national aspirations. The publishers of scholarly books in the private and public sectors are therefore engaged in a type of publishing which is of great national importance.

Scholarly publishing is crucial for our developing region. Foreign books do not serve sufficiently the needs of our rapidly growing higher education and the thirst for knowledge at this stage of development of our area. That is why one cannot understand why very often we do not encourage, as much as we should, our own scholars to do research on our own countries.

We have a lot of research publications on our region written by foreigners and published outside our region. In many cases such publications fail to express accurately the feelings and aspirations of our people. Local scholarly books are essential for the development of higher education, for the knowledge relevant to the nation and for creating and developing a patriotic spirit of nationalism among the countrymen.

Contradictory Needs

In spite of all kinds of problems which we may have to face to publish scholarly books, we in Southeast Asia have also to reconcile two apparently contradictory needs; one to define and strengthen our national

identities and, second, to foster regional unity. Perhaps we can meet both these needs successfully if our national scholars write on local topics seen from the regional point of view without sacrificing national interests.

The ASEAN publishers of scholarly books have to face all those problems which publishers of any other kind of books do but in addition they have to tackle many special problems of their own. Financing scholarly books of short print-runs, publishing in the indigenous languages, reaching the world markets, getting suitable authors, developing scholarly authorship and using advanced printing technology are but some of the most important problems the ASEAN scholarly publishers must try to solve.

Not enough scholarly manuscripts are available in ASEAN. On top of it, an ASEAN scholarly publisher has to compete with the multinational foreign firms well established in the region and, of course, the publishers of scholarly books in the North and other developed countries.

Some of the ASEAN scholars are prejudiced against the local scholarly publishers, including their own university presses.

However, during this economic slowdown in the world, the foreign publishers are now becoming more choosy. Many ASEAN scholarly manuscripts do not attract them any more and as a result our regional scholars have fewer outlets and are producing less and less manuscripts showing sufficiently good scholarship. So it becomes our national duty to develop scholarly authorship.

Many measures can be taken to develop local authorship of scholarly books. National organisations like the National Book Development Councils, National Cultural Foundations and the governments can encourage authors by giving them assistance, including awards, prizes,

fellowships and study grants and assist the publishers by giving them subsidies, or, better still, by buying the published books from them in sufficiently large quantities for distribution to college, university and national libraries. By developing ASEAN authorship, we shall ensure that the region is viewed through the eyes of ASEAN scholars.

To secure the needs of increasing numbers of students in the universities, in the multi-linguist societies of ASEAN, more and more scholarly books and textbooks in the languages of the region are required. It is sometimes extremely difficult to get scholars who would write originally in the local language. The alternative is to get the English book translated into the indigenous languages. Dewn Bahasa dan Pustaka, Malaysia, has published about 330 textbooks for tertiary education in Bahasa Malaysia. Of these, 131 are original books and the rest are translated works.

Whether a scholarly book is published in English or in any of the other regional languages, the market for such a book is very limited. Professor Philip G Altbach writes, "The market for scholarly books is even more limited than that for general or textbooks, such volumes are expensive to produce, they are more difficult to market due to the dispersal of potential buyers and the return on capital is even slower than usual because scholarly books of 'lasting' relevance and tend to sell slowly. Scholarly publishing is, in general, less well established in the Third World than in the West and therefore requires special help."

Need for Self-help

While I appreciate the sentiment and even welcome the help Prof Altbach is talking about, if I can get it from any source, I think we the scholarly publishers in the Third World must start helping ourselves. Let us face it: the world does not

owe us a living, whether it is the First world, the Second World, or the World in the North or any other world. Let us be practical minded. Let us examine why our scholarly books are selling less and what we can do to sell more of them.

At many a seminar publishers and scholars have lamented the plight of scholarly publishers. It has been taken for granted that the scholarly publishers are at a great disadvantage for many reasons, as compared to the publishers of other kinds of books. However, if we look at this problem positively, then we can say that there are many factors favouring the scholarly publishers, particularly those in the Third World.

It is a common saying that a scholarly publisher is always in trouble. He publishes highly specialised books which very few people can understand and fewer still are interested in buying. He publishes a short-run edition at a very high cost, blocking his limited capital for a long time. His returns, if any, are inadequate and, as such, it is often asked how long he can remain in business. He is doomed to failure, it seems.

And yet, contrary to this, what I call a fallacy, I have seen many publishers of scholarly books in Asia doing well, very well indeed. You have all seen them here in India and elsewhere in Asia driving big cars and living in big bungalows and enjoying many other luxuries of life. Don't forget that they, particularly the commercial publishers, are scholarly publishers of their own choice.

The market for a scholarly publisher is very small which creates some very obvious problems. However, this very factor can be considered extremely favourable to a scholarly publisher because the relatively small market can be

determined very easily which can make scholarly publishing less risky. We can take certain measures to judge the approximate size of our print-runs.

Whether a scholarly book is on social sciences or a highly specialised one on medicine, engineering, law or other scholarly subjects, its proper evaluation before publication is essential. There is no guarantee that if a manuscript is scholarly and well-written, it will sell well when published. There are many other factors which have to be looked into, before accepting the manuscript for publication. Any publisher of scholarly books who accepts each and every manuscript which is sent to him is likely to suffer in the long run.

Many scholarly publishers I believe get the evaluation done in the normal way by sending the manuscript to an expert in that field. However, if the evaluation report is satisfactory, I would recommend that your marketing people should assess the market before you even accept the manuscript. I know of some publishers who send a questionnaire to the author to be returned duly filled in by him before the publisher even considers the manuscript. The following is the type of information which the author is asked to provide:

- (a) Indicate details of fact or theory presented in your work which are not generally known to colleagues in your field in Asia or elsewhere.
- (b) Describe why you think this publication is important and how it differs from previous or contemporary works with which it might be compared. What are its exclusive features?
- (c) The research you have now done on this subject in Asia has perhaps already been done by others in America.

Who has done this kind of study before and when?

- (d) In approximately 100 words, describe your study in a way which acquaints the reader with its contents and informs him of their value.

Of course, the author should also be asked to give his idea of the potential market for his book.

Based on this preliminary information if we decide to accept the manuscript, we have to work hard to plan pre-publication promotion. Very often, we publish the book first and then we start promoting and selling it. It is too late at that stage. Pre-publication publicity and promotion is extremely important and it should be planned well and as much in advance as possible.

Right pricing is crucial to a scholarly publisher. Very often we, particularly the small publishing houses, overlook some of our overhead costs. We should make enough provision for advertisement, promotional activities all over the world, and cover costs of our pre-publication programmes. If a publisher performs the functions of an editor and/or a marketing manager, he must cover the expenses of those services while costing. Costs of office and/or warehouse space must be taken into account even if we own these properties.

Sometimes, pressurised by the author, the librarians, the booksellers and our own marketing personnel, we fix a low price for a book, thinking that we may be able to sell it in a larger quantity. But in the case of most scholarly books it is not so. It is a mistake to fix a low price. We should always fix a high price expecting to sell a small quantity, establishing the breakeven point at more realistic levels. This policy will give us a sufficiently high margin of profit and help us to remain in business for a long time. However, every effort must be made

to decrease our costs. Advanced printing technology should be used whenever possible.

Pricing is not a major factor to influence the sale of a scholarly book. What we must never forget is the quality of the book which is determined by the level of research and scholarship. In addition, we must ensure a high degree of editorial and production standards.

Direct mail activity is perhaps the most useful form of promotion of scholarly books. This is the most economical method of reaching prospective customers of highly specialised books. However, the direct mail campaign must be very well planned; otherwise it becomes a very expensive medium.

Joint Catalogue

At a recent seminar on academic publishing in the ASEAN region organised in Singapore from 9-11 September 1985, immediately after the Singapore Festival of Books and Book Fair, a suggestion was made rather strongly. It was felt that a joint catalogue of all the academic and scholarly books published in the ASEAN region should be published. While it is a laudable suggestion, looking at it from a practical point of view, we find that there are many questions which must be answered.

First of all, we must identify the organisation or the individual who would prepare and publish this ASEAN Scholarly Catalogue. Second, where the finances for this project will come from. Third, what will be the contents of this catalogue. Whether scholarly books published in the English language only should be catalogued or whether all the other books published in the regional languages also should be catalogued. Fourth, who will distribute and mail this catalogue. Fifth, who will prepare the mailing list and on what basis. Sixth, where the orders should be sent to by the customers. Can the orders and supplies be centralised?

If satisfactory answers can be found to these questions at this seminar, then I suggest we should enlarge the scope of our project and prepare a joint catalogue of ASEAN Scholarly Books.

Book reviews play a major role in popularising scholarly books. To get books reviewed in major scholarly journals in the USA and Europe is a very difficult task for an ASEAN scholarly publisher. We would do well by appointing a local distributor in the USA. The only way to get your book reviewed in popular journals in the USA, such as *Choice* and *Library Journal*, is by appointing a local exclusive distributor. The distributor or agent must be selected very carefully. If they are good agents, then, they may also be able to do some market survey for your forthcoming publications. They may also assist you to display your books in the national book exhibitions. Stock-holding arrangements should be made with the distributors.

Another useful and practical way to enlarge your market is to develop a copublishing programme with some of the US publishers who have interest in scholarly books on South-east Asia.

Regional Market

And now I would like to draw your kind attention to the great opportunities which exist within our own region. Are we not neglecting markets in our own neighbourhood? Perhaps we are underestimating the ASEAN and the greater Asian market.

Higher education has expanded a great deal in Southeast Asia during the last few years which has increased the prospects for academic and scholarly publishing in ASEAN. The number of universities and institutions of higher education has grown considerably in all the Southeast Asia countries during the last two decades. Student enrolment also increased very much during the same

period. In Thailand the increase was from 2 per cent in 1960 to 13 per cent in 1980. In the Philippines enrolment increased from 10 per cent to 25 per cent in 1980.

It was recently estimated that some 3,500 courses were taught in Malaysian universities and that between 2,000 and 3,000 tertiary level textbooks were required to teach courses in the indigenous language. Brunei, with a population of under half a million but with the highest per capita income in the world at present, is in the process of establishing its first university. One per cent of Indonesia's population in the age-group 20-24 were enrolled in higher education in 1960. However, the population had doubled by 1979. In Singapore the percentage of population at tertiary level education is expected to increase from 5 per cent in 1984 to 8 per cent in 1995 and at post-secondary level from 11 per cent in 1984 to 17 per cent in 1995.

I would urge ASEAN publishers to visit India and take advantage of the great opportunities it offers them. Nothing like making personal contacts and studying the market personally. We should get assistance of the Indian scholarly publishers and the local booksellers to tap the vast market resources here.

The expanding market for the scholarly books in the ASEAN region itself offers great opportunities to us. Let us try to help each other by making copublishing arrangements within ASEAN and then in the neighbouring countries of Asia. Imagine the opportunities that exist for publishing and selling various language editions within ASEAN—English, Bahasa Indonesia, Bahasa Melayu, Mandarin, Filipino and Thai languages. And if we can succeed in entering the Indian market and copublishing our books in Indian languages, then we have at least a 16-fold chance of sales.

(Continued on page 22)

Granthali, a Readers' Movement

Hardly ten years old, the Granthali readers' movement of Maharashtra has done a commendable job. It has brought good books within the reach of the ordinary reader, discovered new talent and published socially relevant books. DINKAR GANGAL and SHEKHAR SATHE review the progress of this unique venture.

The Granthali movement came into existence ten years ago through the initiative, essentially, of some readers who felt that there was a need for good books being taken to the vast number of eager readers spread all over Maharashtra, especially to the newly educated youth. There was no effort by the publishers to recognize and fulfil this social need. Also, there was a dearth of currently relevant topics and virtually no effort to commission authors to work on specific projects.

The publishing activity in Marathi is a truncated business. It is caught up in a vicious circle of high prices and few buyers. There are several reasons why this vicious circle has become more vicious over the years. The established publishers are satisfied with the book-buying readership they have accumulated, mainly from the elite. They gladly publish whatever stuff is proffered by established authors and seldom go in search of new talent.

In most cases, it is the authors' lot to write first, then go in search of a publisher and face rejection despite the merit of his manuscript. Publishers are not known to have really endeavoured to reach the reader. The reader is expected to know about a book from a stray review or by word of mouth and then go in search of the seller to get hold of the book if he can afford to buy it.

Libraries are grossly inadequate and serve only a tiny number of readers. Besides, they cannot satisfy one's desire for [having a book for keepsake, for study, discussion or for circulating amongst one's friends. New authors find amateur publishers or themselves turn publishers and are totally ineffective in taking their book where it should reach.

For a wheel within a wheel, there is also a dearth of good books which can have great relevance to the present times in respect of their information, social and value content. Lack of such material also diminishes the possibilities of discovering or generating new talent. Attempts made through conventional means by some well-meaning individuals or groups to break this vicious circle have proved abortive. As a result, most authors as well as publishers are forced to look upon books as a part-time activity.

Needless to say, projects of literary as well as social significance cannot be undertaken even if they are well-conceived. Books of scholarly import are brought out mainly for institutional buyers and academic studies. The common reader is inevitably left in the dark and is deprived of enough food for thought. The common reader is vast in numbers and can be converted into a source of talent for the future.

Thus, there exists a dual vacuum in the literary world. Firstly, on account of the minuscule market with high prices and, secondly, because of absence of promotion of the right projects.

Reader Membership

Within a span of 10 years Granthali has made a name for itself. Without the conventional means of finance and investment resources, Granthali—aptly styled as a readers' movement—has brought out and distributed to members forty-five books on a variety of subjects. The majority of these publications have introduced fresh topics and new authors to the Marathi reader. Also, there are a number of projects waiting to be implemented. The movement has enrolled over 12,000 reader members. Most of the books have won Sahitya Academy awards and the Readers' Choice Award of Bombay Book Club. The movement got Publisher of the Year award in 1984.

To begin with, a scheme was announced launching the movement. Anybody willing to pay a sum of Rs 25 could become a reader member. He was assured of books in return at a future date. Thus, the initial funds were collected from the immediate contacts of the core group. The goodwill enjoyed by the activists and volunteers, their

determination to do social service were the only capital investments in the venture.

In due course, the first three titles were produced and were in the hands of the members. Each reader member subsequently received an additional gift title as the membership figure grew far and wide with a snowballing effect.

Any person willing to become a reader member pays Rs 50 and immediately acquires titles of his choice of the face value of about Rs 100. He thereby becomes a reader member for life and is entitled to buy subsequent titles of his choice at cost price. The membership grew rapidly to over 12,000 without any planned media publicity.

The movement has so far published as titles, each of a minimum initial print order of 3000, and several running into repeat prints. Subjects cover a wide range of topics from politics to science fiction. Social relevance and literary merit are the acknowledged features of Granthali productions. It can be said that through Granthali's efforts Dalit literature in its autobiographical form received social and literary acceptance among the Marathi public and critics. Granthali can also claim to have brought into prominence many new authors.

Pricing Mechanism

Since Granthali's aim is to promote individual buyership a unique pricing mechanism was evolved after the first three titles. As an incentive to the buyer and also to make the scheme financially viable Granthali has worked out a dual price system. The printed price is worked out according to the normal market

practice whereas the member can buy a book at almost cost price. Non-members and institutions can buy books at the printed price through the routine market channel of distributors. The commercial distributor is paid a trade discount of 30 per cent. Authors are paid royalty at the rate of 15 per cent on the respective price.

The main thrust of Granthali's distribution strategy has been to create an awareness of books through non-conventional techniques. In fact, the concept of Granthali emerged in a situation where publishers were reluctant to take books to the eager public and were mainly relying on institutional buyers. In the initial stages a series of periodic discussion programmes was launched as the primary motivation effort. This was followed by similar programmes in mofussil towns which culminated in the grand Granth Prasar Yatra of December 1982. Two hundred volunteers and one hundred and fifty authors and artists participated in this massive campaign. A total number of 57 exhibition days were organized in a period of 18 days in the 18 districts of the State. Books worth over four lakh rupees were sold during the period.

Similar efforts were made in subsequent years, like Granth Elgar (Attack with Books) in December 1983, Samvad Yatra (Dialogue with the Author) in 1984 and a series of lectures by Kumar Gandharva in 1985. Now Granthali has succeeded in establishing thirty book distribution centres in various parts of the State. The centre managers work on a voluntary basis and out of love for books. To compensate for their time and effort Granthali pays them

10 per cent of the sale amount as handling charges.

Granthali refrains from advertising through newspapers and magazines. However, its programmes generate word of mouth publicity and also attract media attention as cultural events. Granthali has its own journal called *Ruchi*, which serves as a newsletter to liaison with reader members.

Perspective

The Granth Prasar Yatra of 1982 gave a new dimension to Granthali. Books are not an end in themselves but are a part of the much wider cultural process. We discovered a new urge of enquiry, dialogue, hard work and cooperation. We found that people at large are essentially constructive and willing to absorb things in life. To us this is the process of culturalization which we call 'Sanskritikaran'. While inaugurating this workshop Mr P.N. Haksar stressed the need for a cultural renaissance. We feel that he means what we have learnt through experience. As Mr Jatin Das rightly expressed during the deliberation on the first day, the national book policy can only be a part of an overall cultural policy—that of cultural renaissance.

At our last annual day gathering (December 1985) we discussed the concept of 'Sanskritikaran'. We end this note on the consensus arrived at that public meeting attended by over 600 people. "There exists a need to create centres at all possible places which will co-relate literature and all other art forms to present-day needs". Books can be promoted only in such an atmosphere.

□□□

This year the Berne Convention for the protection of Literary and Artistic Works is celebrating its centenary and in 1987, the Universal Copyright Convention will celebrate its 35th anniversary.

To mark these occasions, the International Publishers Association, in conjunction with associations of related interests, is launching a campaign to draw the attention of the general public to the significance of copyright for encouragement of creativity.

These international conventions for the protection of literary, artistic and scientific works have contributed greatly over the past years to the effective protection of the copyrights of authors and other creators of original works, and have given support to their creative activities. They have encouraged publishers of books of music and producers of films, records and computer programmes to take risks in launching new works. The outcome has been a tremendous upsurge in expression through the arts, sciences and literature in those countries that are party to the international copyright conventions.

However, it is becoming more and more evident that the wonders of modern technology enable the reproduction of all creative works without due recognition and remuneration to the originator. This constitutes a grave threat to the livelihood of creative people, to the development of art and literature, to the progress of science, and to those same modern technologies that owe so much to creativity. A strange, paradoxical situation arises, wherein the very product of creativity—

technology—endangers creativity itself, unless the general public proclaims loudly and clearly its belief in rigorous copyright protection and urges governments to take the necessary steps to ensure that protection is adapted to new requirements.

It is vital to inform the general public and the public authorities of the importance of respect for copyright and intellectual property. On it depends the future of scientific research, artistic creativity, individual freedom and the independence of countries to preserve or develop their culture.

In this new endeavour to gain respect for the copyright of authors, artists, other creators of original works and promoters of their works, we need YOUR MORAL SUPPORT.

The International Publishers Association appeals to you to join the CAMPAIGN and express publicly your support for the respect of copyright and intellectual property and to take all necessary steps to meet this goal.

The Berne Convention 1886-1986

The Berne Convention for the Protection of Literary and Artistic Works was established in 1886 as the first multilateral agreement to offer protection to writers, artists and publishers.

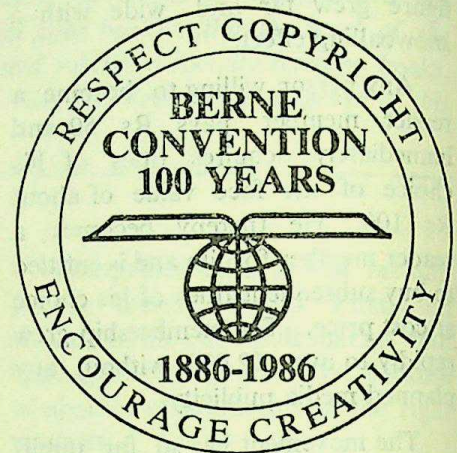
Any country is entitled to join the Berne Union, provided it is willing to adhere to the basic principles laid down in the Convention, which are:

- a) to grant reciprocal rights to authors of member states, thus giving the author the same pro-

CAMPAIGN

J.A. KOUTCHOUMOW

Secretary-General, IPA



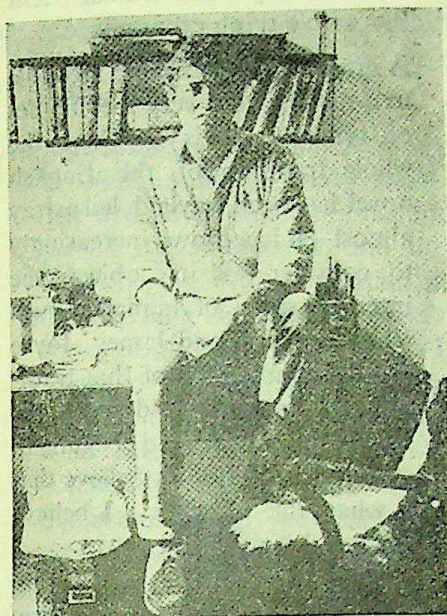
tection as it awards to its own nationals.

- b) unconditional protection not dependent on any form of registration.
- c) the right of the author to claim authorship of the work and to object to any modification, independently of the author's economic rights.
- d) the duration of protection: the life of the author and fifty years after his death,

It is specified under the articles of the Convention, that all types of literary, artistic and scientific works are entitled to copyright protection, whatever mode or form of expression is used.

The Convention has been revised several times since 1886, most notably in 1971 in Paris. This last revision took into consideration the needs of developing countries and the rapid changes incurred by technological progress.

The Convention represents a total of 76 member states (15 May 1985). The World Intellectual Property Organization, which is an agency of the United Nations based in Geneva, is responsible for the administration of the Berne Convention. □□□



Comet with a Fiery Tale

AMATYA GHOSH, author of *'The Circle of Reason'*, talks to MANJULIKA DUBEY and SUPRIYA GUHA about the writer's art.

pre-colonial value systems—for example, co-operation rather than competition, the traditional intimacy of community life rather than solitary ego, and so on. In its head-on confrontation of these issues, *The Circle of Reason* emerges as an unequivocally political novel.

Apart from being an *engage* writer, Amitav Ghosh is a novelist who is immensely sensitive to the technical aspects of his craft and responsive to the work of other writers. Excerpts from a long conversation about writers and writing:

Q. Could you explain the structure of your novel and why you have named its three parts Satva, Rajas and Tamas?

A. All over the subcontinent, we divide everything—not just transcendental things but material, everyday things as well—into these categories. For example, you say of milk that it is *satvik* and of onions that they are *tamasik*. These terms define a closed cosmos with its own internal definitions. And that's the kind of book I wanted to write—one that defines its own universe of the imagination. (That's why I call it a circle: *satvik*, *rajasik* and *tamasik* lead one into the other). There are no categories I can think of which have this kind of completeness and absoluteness.

Then, I knew right at the beginning that I wanted to write a book in three parts—with 'a beginning, a middle and an end'. The notion of three parts has many resonances and I felt there was a lot one could do with this tripartite division. I didn't know what was going to happen in these three parts, but I knew the fundamental form would be that the parts would be different. Because it's very limiting to think unity must rise out of similarity. I think it's equally differences which make things a whole and this is a possibility which is relatively unexplored in literature, especially in the novel. It's true of our tradition of music. Each part of a *raga* is different and yet unthinkable without the other part.

In the first part of the book, which covers a period of about 60 years, the time frame is free-ranging, without a very strict rhythmic line. It's like an *alaap*. The second part takes place in about three weeks. It's a very strict progression with improvisations within it. It's formally and in a completely different mode from the first part. The final part actually occurs in one day and it moves in a very fast pace and in a very strict rhythmic sequence. Of course, it's not as though I sat down and thought, this is how a piece of music is built and this is how I'm trying to write my book.

The Circle of Reason is a remarkable first novel—a skilfully structured web of fantasy and fable, philosophy and politics that is both diverting and challenging. The story unfolds in a small village in Bengal, moves via Kerala to a fictitious state in the Middle East and reaches its denouement in the Sahara desert. The characters in the novel—Balaram the eternal reformer, founder of the Pasteur School of Reason, Shombhu Debnath the fey master-weaver, Zindi the exemplar of practicality and carnal assurance—are sometimes bizarre, often whimsical, but always unforgettable.

It is possible to read *The Circle of Reason* superficially as a beguiling picaresque tale. But Amitav Ghosh's dizzying flights of comic invention, games of grotesquerie and carefully paced narrative flow are the vehicles of a profoundly serious discourse. Critics in droves will soon be energetically de-constructing the author's critique of Western rationalist ideology and the socio-political structures it has generated. Indians critical of Western alienation will welcome the novel's affirmation of indigenous

I knew this was the only way I *could* write the book. It was only afterwards when I thought about it that I saw the analogy between this and the way a *raga* formally unfolds itself. And that was really the point when I realised that form is part of your subconscious. It's not something you always have control over. Your sense of form dictates to you how your work is going to take shape.

Q. Reason and rationality are in a sense the central theme of your novel. What brought you to choose those rather curious metaphors—phrenology and the life of Pasteur?

A. Because I think Pasteur has changed the world more than anyone else. No idea in history—apart, I think, from Darwin's theory of evolution—has affected attitudes more than the theory of germs. The Marxist dialectic, for example, doesn't change the way you drink your water, while Pasteur's theory does. It changes the way you talk to people, the way you handle your food. It changes the way you look at whole civilizations. You can say of civilizations—'Oh well, they don't boil their water. They eat this and that. They're full of germs!'

Phrenology sums up a whole tradition of European science, where mind and body are completely distinct—where the body is viewed as a mechanism. Within any other mode of science—say the Chinese or the Indian—you have the mind playing the superior role. Phrenology carries this notion of Western science to its ultimate and logical conclusion, where the body is believed to determine the mind. Of course, it's now disowned by all scientists—it has been since 1910. The interesting thing is how much it entered into the European consciousness—for example, in Jane

Eyre Charlotte Bronte doesn't just use phrenology as a metaphor, she *believes* in it; she describes characters in terms of phrenology.

Science is in fact one of the things I think about most—which is why it is one of the strands in the book. Science, like anthropology, is an act of the imagination. Technology is something else. Technology does not interest me, commodities do—the way in which they enter our lives, the way in which they redefine our lives...

I thought of using phrenology [as a literary device] really after reading A.K. Ramanujan's book. The Interior Landscape—a translation of early Tamil poetry. I think it's the best book of poetry published in the last three or four decades. The poems in it are strictly tied to a symbolic landscape. Every element, every flower, every tree, every voice is tied to a very specific and detailed symbol. A mood, a time, an intention can be indicated by scattering around, say, names of flowers and trees—very concrete, very loaded symbols.

The novel, as it has come to us from the English tradition of nineteenth-century Romanticism, required the individual to create for himself his own symbols, his own language. This is something completely contrary to my sensibility. To use a rather bad metaphor, I think of language as a bank; the more weight every part of that language has, the richer your bank is. An Englishman writing in English already has a very large bank. He can turn, for example, to Greek myths, references which don't really matter so much to us. We have to look to an absolutely abstract field to try and weigh our language in that way and we

have to look to other domains to give our images coherence. So just to have this tripartite division—*Satva, Rajas* and *Tamas*—lent the whole thing economy.

A modern writer has no recourse to a detailed and very specific set of symbols. This is where the whole tradition of the English novel has been waylaid, led astray almost—it has grown increasingly to consider as its object the interior state of human beings. Virginia Woolf and James Joyce are the culmination of that tradition, so that we're told that in the 1930s the novel had begun to autodestruct. I don't believe that is what the novel is. I believe the novel is narrative.

Q. There are many transitions and dislocations in your novel—people crossing frontiers and migrating, and ultimately they are left in this situation of ambiguity.

A. I feel I'll always be writing about journeys, somehow or the other. In some sense, I think, the very fact that I'm very much settled here makes me want to recapture journeys. When you look at myth or epic as a form you see a very large number of them built around a quest. There is something about crossing over—people, places, boundaries—that opens up possibilities—the way travel can be through geography, through mind, through experience. In particular I'd like to mention one book which has a magnificent use of the imagery of a journey, and which I think is one of the great modern Indian novels. It's a book called *Paraja* written I think in the forties by Gopinath Mohanty—a very well-known Oriya writer, though not many people in the rest of the subcontinent actually know of him. It's a story about a man who lives in an Oriya tribe, and it's very different from all the

other kinds of 'subcontinental' novels, in that it's not a 'social realist's type of novel.

Q. Which works of literature would you say influenced you in your choice of form?

A. I see Don Quixote as something my book refers to many times. The first novel, as far as I'm concerned, is Don Quixote, and my book begins with an allusion to the burning of Don Quixote's books on chivalry by his sister—I want to make that connection very explicit. I'm sure the list of what actually influences one is potentially endless—all these things circulate in your mind in various ways. But if I had to make a list of books I look up to as models, Moby Dick would be one of them. Every time I read it I see more in it that I want to be able to do. That chapter on whales is one of the most marvelous things in all of literature and that's the kind of thing I'd like to do. Also, Melville is wonderful at getting the completeness of people who're working, who're creating an imaginative life in the process of their work. That's got a lot to do with how I look at weaving [in my novel], for example.

Q. You have made a reference in the last section of the book to Tagore. How do you relate to him?

A. I don't think any Bengali can escape the shadow of Tagore. Certainly I neither can nor wish to. Like all Bengali children, I had Tagore pushed down my throat when I was a child, and as a result I developed an intense aversion to his work. But then I discovered his painting, and that brought me back to his book that has influenced me as any other I can think of is. It is a novel of ideas. One thing I learnt from Gora is that you can

put speeches in people's mouths and expect them to be interesting, which is very contrary to the English tradition of the novel. What I find interesting about Tagore's novelistic technique is that at one level he obviously thought of himself as a realist and yet he is anything but a realist. He is a reformist—all his novels are blueprints for what society ought to be. I wouldn't class myself in that mould but what makes me so happy when I read Gora is that Tagore dispensed so completely with every realist tradition. It makes all the genuflections towards the realist novel [but] the situation of every character is extraordinary and the whole novel is just speeches. You've seen to what degree the first part of my book is just pure speech.

Q. What about the influence of other media?

A. Of course—I think it's absurd to pretend at this point in time that writers are influenced only by other writers. One of the most powerful things in the media is cinema and it's something I've always loved. For one, Satyajit Ray has influenced me enormously. It may seem odd because Ray's films are strictly realist (at least those that aren't children's films).

For me, as with many writers, the whole problem about description is that you can never really sit down with a note pad, like a painter who can set up his easel and sketch from real life, and begin writing a novel. Whatever you see as a writer, the image is mediated, when you begin to write, through other images, other pictures. Many of my images have come from Ray. They are part of my internal landscape, part of the way I now see Bengal in my mind's eye. It's

a great fortune for me that Ray has made films about a particular milieu from which I happen to come as well, so that what he says about Bengal and what I feel about it are in so many ways totally intermingled.

Shatranj ke Khilari is another film I greatly admire. Ray is really a master at compressing enormous expanses of time and history into a small microcosm. Ray always uses musical metaphor to describe his scripts. There's a clear melodic line but there are harmonies filtering everywhere—reverberating as though it were a kind of echo chamber. It's something I admire very much and which I would like to be able to do and which I have tried to do—I don't know with what degree of success.

Courtesy : *Sunday Mail*
Special Supplement,
February 9, 1986.

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*In a Lighter Vein***The Book that Came Back**

R.K. MURTHI

I had just finished reading the exciting novel *The Fourth Protocol* by Frederick Forsyth and put it on the side-table when Sunita walked in. Her eyes lit up with excitement when she saw the book. She picked it up, turned the pages while telling me, "Let me take this book. Oh, I love Forsyth's books. What excitement! What thrill! I am sure this book must be as hair-raising as the earlier ones, the *Odessa File*, the *Dogs of War*, *The Day of the Jackal*."

When she found that I did not reply, she began to press me again, "Just for a couple of days, I assure you, I will return the book in two days."

"But ... but ..." I stammered, unable to find words to negate her request.

"There can be no IFs or BUTs about this," Sunita clung to the book, indicating that she won't take NO for an answer.

"You don't understand. Don't you know that only fools lend books? You may also be aware of the fact that those who return books are bigger fools," I cut in, confident that Sunita would get the cue, ingrained in

the stinging reference and drop all ideas of walking away with the book.

I had misjudged her. She did not get irked by my comment. Instead, she peered at me, intently, and remarked, "I don't mind being a bigger fool, if you don't mind being a fool."

I could not say anything else. But I felt an inexplicable pain as Sunita walked away with the book. For she had taken the wind out of my sails by expressing her willingness to be a bigger fool. Did she really mean it? Or had I seen the last of the book? I did not know. Nor did I dare to make a guess.

Yet, Sunita came back with the book, two days later, giving me a pleasant surprise. She handed the book over to me, and added, "Happy, my friend."

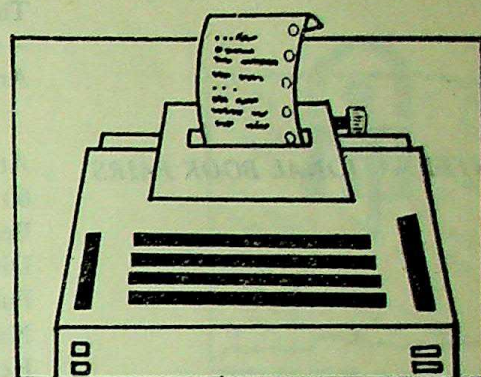
"Of course."

"Ah, you must be happy. For you have before you a person who, according to you, has a high rating among fools, when set against you. But I don't mind being a bigger fool than you. Not when it comes to borrowing good books, like the one you let me have." Sunita sounded quite pleased with herself.

"I congratulate you. Sunita. You had the strength to overcome the temptation to hold on to the book, to slip it in your book case and forget that this book was ever lent to you...So. I would request you to join me in a prayer of thanks for the return of the book," I responded, as I remembered a prayer delivered by Christopher Morley on a similar occasion.

Sunita was sportive enough to join me. She stood, her head slightly bent, her face serene and sober as I rolled on, "I give humble and hearty thanks for the safe return of the book which having endured the perils of my friend's bookcase, now returns in reasonably good condition. I give humble and hearty thanks that my friend did not see fit to give this book to her infant brother as a plaything, as a teething ring for her mastiff. When I lent the book, I deemed it as lost. I was resigned to the bitterness of the long parting. I never thought to look upon its pages again. But now that the book has come back, I rejoice and am exceedingly glad!...Presently, therefore, I may return some of the books that I myself have borrowed."

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NEWS AND EVENTS

PROF. MURTY UGC VICE-CHAIRMAN

Prof. K. Satchidananda Murty has been appointed Vice-Chairman of the University Grants Commission. The post had been lying vacant for nearly a year following the retirement of Prof. Rais Ahmed.

Prof. Murty has been teaching philosophy at the Andhra University for the last three decades. He has also been Vice-Chancellor of the Sri Venkateswara University at Tirupati.

A recipient of the Padma Bhushan, Prof. Murty is the first Indian philosopher to receive the Dr B.C. Roy National Award.

KUMAONI DICTIONARY

The Executive Councillor (Education) of Delhi, Mr Kulanand Bhartiya, has released a Hindi dictionary, *Kumaoni Hindi Shabd Kosh*, prepared by Dr N.P. Paliwal. Speaking on the occasion, Mr Bhartiya emphasised the need for such works in various languages and dialects which would ultimately enrich the Hindi language.

BOOK PROMOTION IN EDUCATION POLICY

The National Book Development Council has suggested that promotion of books should be an integral part of the new education policy and the national communications policy. It has demanded complete tax exemption for authors on an annual royalty of Rs 25,000 and thereafter tax on 50 per cent of the royalty to encourage creative writing in the country. The Council has recommended that paper should be imported duty free against the foreign exchange earnings from exports of books. It favours import of paper pulp to keep paper prices down.

INDIA BOOK HOUSE'S GESTURE TO CHILDREN

The India Book House Education Trust has come forward with a scheme of donating books worth Rs 8 lakhs to schools, public libraries, Bal Bhavans and government hospitals. Under the scheme, any recognised school, Bal Bhavan public library or paediatrics department of a hospital (where children spend a lot of time during convalescence) can receive a gift packet of books worth Rs 200 free of cost. Delivery of packets could be taken from the offices of India Book House Trust at Calcutta, Patna, Delhi, Ahmedabad, Madras, Hyderabad, Bangalore, Pune, and Trivandrum by submitting a letter from the institution concerned.

The extent of America's abiding interest in India was a revelation to many Delhites who had a chance to view an exhibition of rare books on India by American scholars, organised by the American Institute of Indian Studies, in New Delhi from April 3 to 9.

The sheer number of books—2,000 approximately, all published in the USA—was a surprise. These were well documented, well researched efforts by America's top intellectuals and professors.

INTERNATIONAL BOOK FAIRS

At the London Book Fair (2 to 4 April 1986) 530 titles contributed by over 60 Indian publishers, were displayed (see also May 1986 issue of IBI). Besides the National Book Trust, 10 private publishers—UBS Publishers' Distributors, D.B. Taraporewala Sons & Co., Star Publications, Sterling Publishers, D.K. Publishers, New Order Book Co., Ahmedabad, Tamil Nadu Printers, Naya Prokash, Calcutta, Orient Longman, Interprint, and Hemkunt Press—participated in the fair.

During the discussions at the fair librarians pointed out that there was a good demand for children's books, especially for children of Asian minorities, who at present are being taught in their mother-tongue. Books in Indian languages were likely to be in good demand in the next few years. They emphasised the need for sending latest catalogues of books by air mail as catalogues sent by sea mail did not serve any purpose. The librarians said the quality of production of books, especially their binding, needed to be improved. The prices of Indian books were comparatively low. Some book distributors advised that Indian publishers might find it advantageous to bring out special editions on good quality paper and well-bound for export purposes. Prices of these books could be at a higher level than in the domestic market.

BEIJING BOOK EXHIBITION

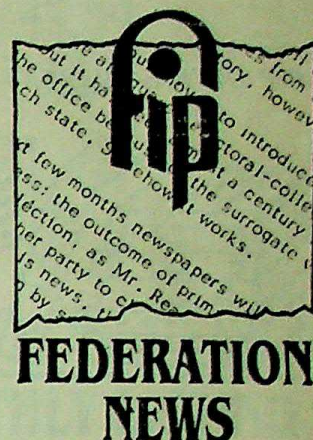
A Foreign Economic Books Exhibition was held in Beijing on April 15. Over 200 publishers participated in the exhibition. They were from Belgium, Czechoslovakia, GDR, France, GFR, Hungary, India, Japan, Holland, Romani, Singapore, Soviet Union, United Kingdom, United States and Hongkong. The exhibition was organised by the China International Book Trading Corporation. There were over 4,000 titles on display. The total attendance during the 8-day exhibition was about 3,500. Most of the visitors were specialists in the fields of finance and economic management and students and teachers from institutes of finance, trade and commerce.

NEW MAGAZINE LAUNCHED

A new magazine, *Money Matters*, edited by T.P. Jhunjhunwala, was launched in New Delhi on June 9. Mr V.P. Sathe, Minister for Energy, released the inaugural issue, Mr H.R. Bhardwaj, Minister of State for Law & Justice, presided over the function.

VIJAY GOVIND NOMINATED TO ADVISORY COMMITTEE

Mr Vijay Govind, Chief Documentation Officer, Raja Rammohun Roy National Educational Resources Centre, has been nominated by the Ministry of Human Resource Development as a member of the Advisory Committee of the Monitoring Cell of National Book Production Statistics of the National Library, Calcutta. He is also administrator of the National Agency for International Standard Book Numbering (ISBN) system being implemented through the Raja Rammohun Roy National Educational Resources Centre.



FIP ANNUAL GENERAL MEETING

The survival of the book in the face of new technologies would depend on its quality, communicative capability, availability and affordability, observed Mr P.V. Narasimha Rao, Union Minister for Human Resource Development, inaugurating the 13th annual conference of the Federation of Indian Publishers in New Delhi on June 11. "The book will have to prove itself fit enough to survive."

Quoting from the new Education Policy adopted by Parliament, Mr Rao said the Government had undertaken a stupendous task. Its success would depend on the publishers' cooperation. The programmes initiated by his Ministry to achieve a much higher percentage of literacy needed to be backed by a vast amount of textual and supplementary reading material for children and neo-literates.

Mr Rao referred to the incidence of piracy of foreign books in India and of Indian books abroad. "The amended Copyright Act makes provision to combat piracy by making punishment for various offences more stringent. Infringement of copyright has been made a cognizable offence."

The recommendations contained in the report of the National Book Development Council, Mr Rao said, were being examined by the Government. "We shall try to give effect to them, within the constraints of our resources."

Mr Asoke K. Ghosh, President of FIP, in his address referred to the great strides Indian publishing had made in the recent past despite many setbacks. The cost of paper had increased by 400 per cent within a decade. "There is an immediate need for the government to take steps to effect substantial reduction in the prices of paper and allowing its import under O.G.L. without customs duty as is done for the publishers of journals."

Mr Ghosh said the financial hardships of the publishing industry could be mitigated by reckoning it as a 'priority sector' so that banks and other institutions would provide credit accommodation to it.

Removal of the monopoly in school textbooks, Mr Ghosh said, would promote a rapid and healthy growth of the publishing industry. This, in turn, would encourage and nurture new authors.

The textbook subsidy scheme of the National Book Trust, which was helpful to authors, publishers, and students had now been reduced to an almost non-existing entity, Mr Ghosh said. He urged Mr Rao to take measures to provide sufficient funds for this purpose. Measures should also be taken for early implementation of the National Book Policy, keeping in mind the viewpoint of FIP.

FIP OFFICE-BEARERS

The following have been elected office-bearers of FIP for the year 1986-87:

President: Mr S.K. Sachdeva, Competition Success Review Pvt. Ltd., New Delhi.

Vice-Presidents: Mr Mohan Primlani, Oxford & IBH Publishing Co., New Delhi; Mr B. Mitra, Naya Prokash, Calcutta; Dr D.P. Pandey, Himalaya Publishing House, Bombay; Mr K.B. Satyanarayana, Booklinks Corporation, Hyderabad.

Hon. Genl. Secretary: Mr S.K. Bhatia, Reliance Publishing House, New Delhi.

Hon. Jt. Secretary: Mr S.K. Sethi, Ess Ess Publications, New Delhi.

Hon. Treasurer: Mr A.S. Chowdhry, New Light Publishers, New Delhi.

The following have been elected Executive Committee members: Mr Anand Bhushan, Mr S. Balwant, Mr V.N. Chhabra, Mr Asoke K. Ghosh, Mr Sham Lal Gupta, Mr D.N. Malhotra, Mr Shakti Malik, Mr S.N. Mehta, Mr Narendar Kumar, Mr Raj Kumar, Mr H.K. Rastogi, Mr Vishwanath.

ASEAN Scholarly Books

(Continued from page 11)

Scholars and academics in India use 16 major languages in more than 110 major universities in India. We should also not forget that some of the other countries in Asia, such as Sri Lanka, Bangladesh and Pakistan, also offer great opportunities for ASEAN scholarly books in English and their own language editions.

There is another avenue in the Asian countries to sell large quantities of academic and scholarly books which not many ASEAN publishers have explored so far. Apart from other funding agencies, the World Bank provides millions of dollars from time to time to the developing countries for various purposes. Invariably a good percentage of those funds are allocated to purchase all kinds of books, including scholarly books for university and

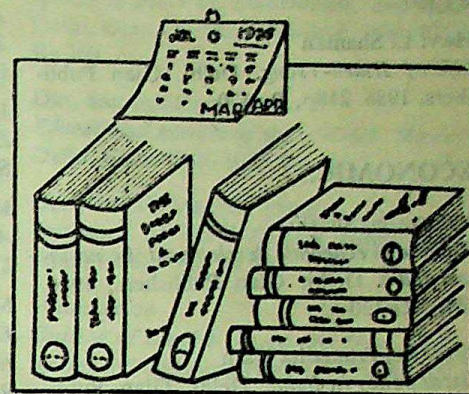
public libraries and other national institutions. Millions of dollars out of World Bank funds have been spent annually under this scheme, for purchase of books in Indonesia, for example, from 1979 onwards up to date. But it is the American and the European publishers who have been aggressive and have benefited more from these funds than the ASEAN publishers. There is no reason why more and more ASEAN and Asian publishers should not work harder to get a greater share of this cake. I gather that large funds from the World Bank are going to be made available for this purpose, also to Malaysia during 1986/87. The opportunities are there but we have to go and grab them at the right time.

Let us try to establish ourselves firmly in the Asian markets first.

Then virtually the sky is the limit. Those ASEAN scholarly publishers who start looking to the East instead of the West and work harder to enter the horizons of the Asian markets for themselves will soon reach the twilight zone, the difficult and uncertain but definitely promising market. They are sure to see rainbow after rainbow in each country of Asia.

And once you get yourself entrenched in this zone, then you do not have to go knocking at the doors of the American and Western markets. Then book buyers and publishers from America and the European countries themselves will be coming here, seeking you and your small wonders, the successful scholarly books, right here in this zone, the Third World. □□□

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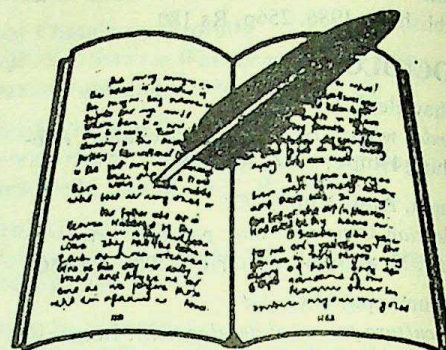
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BOOK REVIEWS

NATIONAL UNITY: The South Asian Experience, edited by Milton Israel, 247pp., Rs 150.00, Promilla & Co., New Delhi.

Some of the best brains in the world of social sciences have contributed to this analysis of the politics of South Asia. The authors are all well-known South Asian scholars from North America who have done more than their share of home work in this area of critical importance to the interests and fortunes of the world community; and they have done their work with masterly thoroughness, without fear or favour, and with a degree of objectivity that has become a rare commodity in the world of ideas.

The book has extraordinary relevance to the problems that plague us and to the security of the national polity so painfully built up by Mahatma Gandhi and Jawaharlal Nehru, and so ably maintained by Indira Gandhi with a degree of masterly statecraft that has received accolades, in both East and West.

The book opens rather nostalgically with a brilliant essay on Ramananda Chatterji, how he built up the Modern Review as a powerful instrument of the freedom struggle and the cultural renaissance associated

with Tagore, Jadunath Sarkar, Tarak Nath Das and the whole galaxy of men and women who lighted up the dawn of India's emergence as a force to be reckoned with in the affairs of men.

From this historical background, we are brought sharply upwards to the world of today—a piece at the end brings into sharp focus the conflict that now rages in the beautiful island of Sri Lanka where the Sinhalese and the Tamils are mortally engaged in a tragic drama that takes us back to the partition of India, for the Tamils demand a separate state, which they call 'Eelam'.

The range of problems examined in depth is extensive, covering education, Marxism and the mass struggle, linguistics, history, and folklore as instruments of integration.

SELECTED SPEECHES AND ARTICLES, Mikhail Gorbachev, 485pp. Rs 11, Progress Publishers, Moscow.

The need for more dynamic economic growth in the USSR is asserted in the book most convincingly. Attention is called to the fact that what Soviet society needs today is not just an increase in economic growth rates. What is needed is a new quality of growth.

conversion to intensive development, rapid progress in the strategically important areas, a restructuring of the economy, utilisation of efficient forms of management, and no less efficient forms of organising and stimulating labour. Steady advance, pinpointing and utilisation of potentialities, removal of everything that obstructs development, bold decisions and resolute actions that reflect the collective wisdom and energy of the masses—these are the objectives pursued by the CPSU in the current conditions.

The large-scale tasks of today, as the author shows, call insistently for creative solutions in economic development, a tightening of order and discipline everywhere, and mobilisation of all organisational, economic and social factors.

Mikhail Gorbachev makes a thorough analysis of Soviet society's spiritual development, the ideological activity of the Party, all aspects of science and culture, and the education and upbringing of the younger generation. The main thing now, the author notes, is to tie up political-ideological work with life, with the tasks of accelerating socio-economic progress. It is important to continue enhancing the effectiveness of the mass media and propaganda, to combat idle talk and

formalism, and to educate people with truthful words and tangible deeds.

Problems of war and peace, social progress, national liberation, and the principles governing the international activity of the CPSU and Soviet Government, based on unfailing commitment of the Soviet people to peace and their profound internationalism, have been thoroughly examined in the book. In present-day conditions, socialism's noble mission has become truly global in character, because it is centred on the survival of human civilisation. The peace initiatives set forth in Mikhail Gorbachev's speeches and articles are aimed at preventing a thermonuclear catastrophe, halting the arms race, above all that in nuclear arms, on earth and preventing it in outer space, and enhancing the security of all nations.

Mikhail Gorbachev's book stimulates thought and provides a deeper understanding of the tasks facing Soviet society, of the ways and methods of carrying them out, and helps stimulate the initiative of Party and economic bodies, of Communists, of all politically conscious citizens. Its content, the nature of the conclusions and generalisations, the Bolshevik attitude to faults and deficiencies, are convincing confirmation of Lenin's profound conclusion that a principled policy is the only correct policy.

NADEZHDA KRUPSKAYA ON LABOUR ORIENTED EDUCATION AND INSTRUCTION: Progress Publishers, Moscow; 165pp., Rs 3.90 (1985).

The book is a presentation of the writings of the first Marxist pedagogue, an outstanding organiser of socialist education. She was Lenin's co-worker to whom he entrusted his thoughts and plans to bring about the much-needed, but fundamental, changes in the educational system

of the USSR immediately after the Revolution.

In the wake of the present moves and pronouncements of the Union Government to bring about a new education policy, Krupskaya suddenly has become very relevant because schools in the Indian system cannot continue to be instruments in the spiritual enslavement of the broad masses. Her ideas have assumed extra importance because India, as a healthy democratic polity, cannot divorce itself from socialism to sustain itself as a homogeneous society. The suffering and serfing millions will not simply allow the exploitation to be perpetuated indefinitely whose roots are to be found in the educational system. Krupskaya is firm that school children imbibe the culture of physical labour along with the mental one but should be free from regimentation, rote learning and cramming.

The approach to any type of education can be either vocational or polytechnical. In the vocational type of education, emphasis is on craft education and this eventually leads to muscular atrophy in terms of learning experience. In contrast, the polytechnical education is a comprehensive type of education which provides theoretical and practical knowledge of all aspects of production. As a pedagogue, her firm belief was that the polytechnical approach implies a clear system that is based on the study of technology in its various forms and is viewed in the process of its development.

In our country, various experiments have gone on in the past three decades in the name of vocational education and the methods have been as varied as compulsory siphoning off of the students to various branches of vocations at the school level to that of *Sharamdan*—the voluntary donation of labour. Krupskaya does not favour this sort

of approach. To her, every child is an important productive unit and cannot simply be relegated to the state of free labour—voluntary or otherwise. As for the branching off of the supposedly inferior scholars into vocations, her warning is loud and clear. This should work as a pointer to the protagonists of the modern education in India who are hellbent upon cutting off the streams at various levels into vocations. By doing this, they are only laying the foundations for increased class distinctions and the resultant class conflicts.

DISCOVERY OF INDIRA GANDHI: A Select Chronology, by S.K. Dhawan, 1986, 429pp., Rs 300, Wave Publications, Delhi.

The purpose of this unique research work is to enumerate briefly, in chronological order, the notable events connected with the life of Indira Gandhi. Such an invaluable and handy reference document will serve as a useful research tool for the professional as well as the general reader, the scholar and the student, besides the information and library communities in the form of a digest. It is an excellent work, the first of its kind on the many-splendoured personality of Indira Gandhi. This is of historical importance both for present and future generations which will enable them to have a glimpse of the remarkable life of Indira Gandhi.

INDUSTRIAL AND AGRARIAN LIFE AND RELATIONS by M.K. Gandhi, 1984, Rs 45, 351pp., Navajivan Publishing House, Ahmedabad.

Vishvasrao Kher is a devoted scholar of Gandhian literature. He has ably compiled and edited some books by collecting Gandhiji's relevant articles from original sources.

The present compilation includes Gandhiji's writings and speeches on

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industrial and rural problems. The ideas presented in it are bound to guide and inspire the worker to maintain his personal self-respect, to support his family by earning an honest living, and to discharge his duties and responsibilities before asking for his rights and attaining them.

The articles collected in this book cover educational work by Anasuyaben among textile labourers and Harijans, untouchability, *bhangis* (scavengers), complaints which Gandhiji received and whatever he saw while he travelled all over India.

2000 OBJECTIVE TYPE QUESTION-ANSWERS, On Banking & Lending, by S.N. Patodiya & V.K. Gomber, 1984, 368pp., Rs 30, Banker's Books Publishing House, Jaipur.

The objective type question is a modern technique of testing the knowledge of candidates in written tests and other examinations. It has totally changed the old concept of examination through explanatory questions. In promotion tests conducted by banks, multiple choice questions are set and candidates are asked to choose the correct answer out of the given similar answers. The examiner sets questions in such a manner that the deserving candidates having sufficient background knowledge can easily come out with flying colours but those who do not possess the necessary information and skill and try to choose answers merely by guess work may not succeed.

Still, there is a possibility that those who have background knowledge and information will face difficulty because they are not fully conversant with this new method of testing knowledge. To make them familiar with the objective type questions, and to keep them informed of the latest technique of examination, this book has been written.

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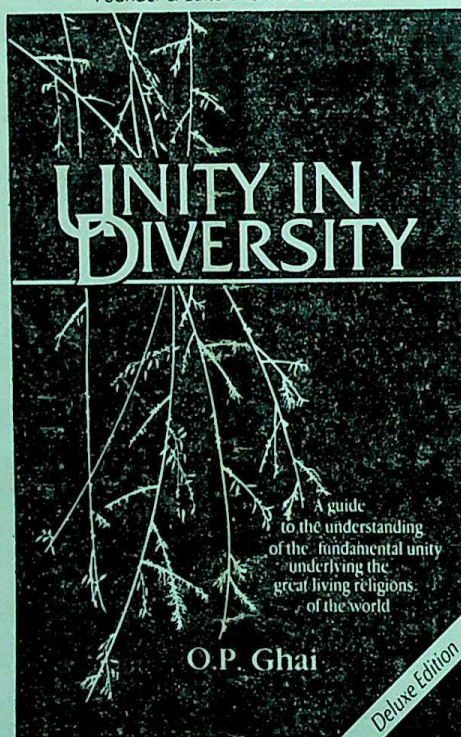
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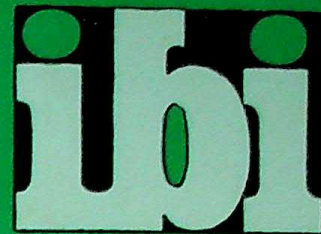
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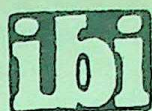
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Editors Can Be Choosers

Publishing standards of textbooks for children in India are far from satisfactory. Books on general knowledge contain too many howlers. Literary texts show poor taste. Discussing the content of textbooks in English, VAIJAYANTI TONPE, Assistant Editor of 'CHILDREN'S WORLD', stresses the role editors can play in improving the quality of reading material for children. Editors, she says, must have a say in what goes into the making of books.

One thought one had seen it all when confronted with a Hindi textbook prescribed for students of the Central School. The cover of the book boldly proclaimed the publisher's name along with the title *Convent Hindi in English*. Mercifully, the text inside did use the Devanagari script. Not enough to push the panic button obviously—but if it were the exception, instead of the rule, this would well be much ado about nothing. But 'atrocities' of the worst kind in textbooks have come to light, prize examples of which appeared in a newspaper report some time ago. The examples quoted were from a Book of General Knowledge and Intelligence Tests, which may not strictly qualify as a textbook, but is nevertheless highly indicative of publishing standards as far as text books are concerned. Some of the abominations quoted by the reporter go thus: ".....the ringing declaration—'Freedom is my birthright'students of standard four are informed...that it is Lala Lajpat Rai who spoke those words.

The broadening of one's horizons these days apparently includes the gory details of the private lives of film-stars. To quote from the same newspaper report, "Students of Standard Four are posed the ques-

tion, who is Hema Malini?...one of the students had replied that she was the illegitimate wife of a film-star and the mother of an illegitimate child. He was rebuked for his answer. But no one questioned the same author about the purpose behind asking children such irrelevant questions." I'd go a step further and ask what were the editors (if there were any) doing?

So much for the general awareness of the havoc being wreaked on unsuspecting, malleable, impressionable minds through textbooks.

But, one would like to ask, what are the people in the trade doing about it? Is what goes into textbooks really the domain of teachers and educationists and allied departments only? Must the editor or publishing house have no say at all?

Granted that the syllabi prescribed for a particular year, and the methods of imparting education is a field of specialisation best left to those steeped in its changing patterns. But are not refinements, and objective analysis of the subject also the responsibility of those who bring out textbooks, apart from the routine job of seeing that there are no factual and typographical errors? Perhaps, textbooks were not thought

of like that, or perhaps with the setting up of the National Council for Educational Research and Training, private publishers of textbooks feel they are free to follow their own patterns of publication. Take it or leave it!

But as long as people swear by the printed word, and as long as our educational system is dependent on "books" to impart education, good books, be they textbooks, or supplementary readers, books of entertainment or knowledge, books for children must need be books that "educate, entertain and make growing up an exciting adventure."

Alphabet Books

There is room for improvement right from Stage One. One has heard complaints galore from teachers and parents alike that even alphabet books these days do not conform to the present patterns of teaching. Most schools begin teaching infants the alphabets through phonetics. The English alphabet 'A' must sound like itself when used, e.g., A—Arrow.

But most of the alphabet books available give examples that do not match the sound, e.g., 'A' for aeroplane which changes the 'a' sound to 'ae'.

If only the 'authors' were aware or the editors had probed teaching patterns there probably would not be such contradictions for our children to battle with.

Primary school textbooks are rife with examples of careless or indifferent editing, to the extent that obvious, very glaring mistakes have gone uncorrected. I was amazed to hear of the example of a four-year-old child in the Prep class asking her teacher why she should match the fruit with its appropriate tree, in her science text, when the picture of the tree clearly showed the fruit on it! Obviously, the illustrator/editor/publisher had thought that the illustrations used on the previous page to teach a child something could well be substituted to "test" him on the same—little realizing that children are no longer wee, blind mice prepared to see only what you wish to show them.

Those are but a few random examples from a vast collection—merely to indicate the magnitude of the problem. There are books and books which have blunders such as these. Books that propose to tell them about the things around us and yet confuse tiny-tots by talking of 'ibex' and armadillos-ant-eaters, animals they not only not see around them but probably not even in a zoo. These books do not strictly come under the purview of this article, but nevertheless since it is editorial control or the lack of it in textbooks that we are concerned about, it is essential that we watch out for and correct wherever necessary and possible.

And it is up to parents, teachers, editors, publishers alike to see to it that a certain quality is maintained.

It can, of course, be argued that subjects taught in school, like physics, chemistry, mathematics, commerce and so on, are specialized fields and once an expert has prepared the manuscript and an evalua-

tor has examined it and cleared it for publication, well, that should be enough. Perhaps it is, but wither editorial control when it comes to mere good judgement?

A random study of English (literature) textbooks showed poor taste in the selection of material, none or very poor editing and a total lack of understanding in the manner of acquainting an Indian child (studying in the English medium) to the joys of reading in English.

Story Books

"The Watercress Girl", says the title of the first story in a collection meant to be used as an English Reader in schools. But the first line of the story reads, "Watercreases for sale, fresh watercreases." "Why!" you may well exclaim, "must there be so much noise about the most routine printer's devil?" Pause a while and picture the faces who would be reading the story—think of the teachers explaining the meanings and the printing error recedes into the background. How many people know what "watercress" is anyway? Nine out of ten "well-educated, well-placed" adults could not describe watercress when asked. It may not be frightfully important or relevant for adults or children to know or not know watercress, but what right do we have to confuse children's sensibilities further?

In another "treasury" of stories, again meant as an English Reader, the compiler/editor has chosen to give what he feels is a well-balanced fare of "English" stories, and stories in English written by Indian authors. This one would feel is the ideal combination of a text of English literature for the modern Indian child. The idea—to acquaint young readers with the best traditions of English literature without making it an overdose. To whet the appetite, therefore, are stories like "The Monkey's Paw," which was at one-

time considered a classic of its kind. But in the present context presents a very warped and stilted picture of how 'Indian' supernatural elements, through a monkey's paw, affect the life of an elderly English couple back home in England. Depressing, to say the least. But the choice of stories by Indian writers is not so judicious either.

A well-known Indian story-writer and film-maker's story features prominently in the volume. Not in his wildest dreams would the author have intended this story for children. Nevertheless the compiler thinks it fit to be included, and so high school children will study at length of marital discord, about the husband beating up his wife, of her leaving him and going away to her parents' house, and of the husband befriending a family of sparrows in his last moments. It is not as though one does not want children to know the facts of life, especially the seamier ones, but are these the morals one wishes to inculcate in them? Are we to groom them on stories like "Sparrows" and let them grow up with such totally distasteful ideals?

Is this not where the editor should have exercised his judgement? The other stories in the volume tend to be heavy, depressing stuff. There's the story of a man-eating tiger eating up a woodcutter, and his son finding his blood-stained axe the next day—from when on he has to take on his father's responsibilities. Which is a noble sentiment as far as taking on life's burdens go, but definitely morbid when tied up with other stories, weighed down with sordid pictures of life. One is not discussing illustrations as part of this article, but a word about the horrors in black-and-white used to illustrate stories such as these may just help to visualize what poor stuff we give our children as textbooks.

What is so difficult to understand is why, when there is growing concern about giving children a practical,

career oriented education on the one hand and making available to them books of information, lucidly written, or books that they would "enjoy" reading in their leisure hours on the other, the English readers (text-books) have not undergone a sea-change for the better. Text-wise, illustration-wise at least, were the editor to exert a little pressure it would go a long way in creating a niche in children's hearts.

Winds of Change

Which is why it is heartening to see the winds of change blowing slowly but surely and schools in Delhi and neighbouring states using well-written, well-edited, beautifully brought out books for children with Indian characters and Indian settings NOT originally intended or brought out as text-books—being used as just that or as supplementary readers. 'The Kaziranga Trail', 'The Golden Buddha', 'Short Stories for Children', 'Panchatantra', 'Legends from Indian History', brought out among other titles by the Children's Book Trust have met with great approval from students and teachers alike when prescribed as textbooks.

Schools have shown the way by choosing the better material when it is made available. Perhaps editors could show more conviction now, and exercise greater control in the selection of stories and literary pieces to be used in textbooks. The broad categories of reader-age-groups that publishing houses use for fiction, non-fiction and other reading material, could be used to advantage when selecting the classics (of English literature) for textbooks. This definitely calls for greater interaction between teachers, compilers and the editorial staff (if adequately qualified to offer suggestions) to make the text more acceptable and attractive to today's students.

Reading patterns in leisure hours have proved that children do not

enjoy 'watered down' versions of adult ideas or of what adults think they should read or know. It stands to reason that as part of their texts they would prefer original works to watered down adaptations and abridged versions. Yet, such texts continue to be prepared and used in schools. I was shocked to discover that a book like this figures in one of the three English texts prescribed for Standard Five in one of the best public schools of Delhi. It is surprising that when school boards and educational policy makers lay so much emphasis on scientific education and teaching in the raw even to the youngest children—quail when they have to prescribe literature.

As far as I know 'The Adventures of Tom Sawyer' was an ever-green favourite with children, and along with "Huckleberry Finn" was a must on most children's reading list by the time they were ten. But prescribed as a text, Mark Twain or Samuel Langhorne Clemens suddenly becomes "too difficult" for 11-12 year olds!

MS Evaluation

Not only is the text of 'The Adventures of Tom Sawyer', as "simplified and abridged by P.R. Batra", a poor imitation of the original, but one wonders how, when it was "edited by" C.S. Bhandari, the lost charm of the original could not have been recaptured. The publishing house was merely doing its job, you see! Such a text was required, so they produced it. Is it not their duty to point out that the original would have been a better bet any day? And well, the book is a textbook—all copies will be sold, so they do not really have to worry about perfection in production...do they? So what if the contents page (in the copy that I saw) has been bound upside down—the students can always turn the book upside down, isn't it?

That brings us to the other two

texts. One is a Graded English Course. The other, that *ancient* favourite—Ronald Ridout. The First English Reference Book Five has a foreword Ridout wrote in 1962. Surely, twenty-four years later, many aspects of the text would have become outdated in the Indian context? Grammar does not change—but must our children continue to live on a diet of stories that deal with the lives of Johns, Marys, Peters in Chelsea, Manchester, London? Must we blame *our children*, then, if they cannot conceive any story, any adventure, any act of bravery 'happening' to an Indian child! Perhaps that sounds like an exaggeration but the same concepts taken to the lowest classes can sometimes create difficulties of another kind.

Once while evaluating the manuscript of an English text for beginners, I had a tough time convincing the author that abbreviated names like Ben, Dan, Meg and so on should not be listed in their respective sections. They are not words that add to the vocabulary, nor are they names our beginner readers would hear commonly—they are not even proper names! The author felt that if she removed them, the length of her list would be disturbed! "Besides it is merely for the sake of phonetics that they have been included", she concluded. What purpose, then, of phonetics such as this—which adds nothing to the vocabulary?

The fact that teachers, evaluators, editors and publishers alike set great store by the vocabulary list prepared by the Ladybird-series-people in England should act as a spur to editors and teachers to prepare a similar acceptability chart for the older age-groups, so that keeping to its broad outlines, editors could, to some extent, be choosers.

The passage of time has proved

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that Shakespeare and other literary giants are evergreen favourites and have a universal appeal. In their over-enthusiasm to project literature of the present times—neither writer nor editor must deprive the students of a chance to acquaint themselves with the great literary masters of the world. Once the right kind of material is put together the editor could take over. His job would largely be to see that literature of a positive kind is chosen in which the morals and social patterns are acceptable and are covert rather than overt. If only a portion of a literary piece is taken, the editor must ensure that the opening passage does not confuse, but gives adequate information about the characters and the setting. The passage chosen must not end abruptly—but on a satisfying note—irrespective of whether it ends with a particular chapter—or where the story originally ends.

Often, as adolescents, children

find they have grown up on a world of Dickens, Hardy or Austen which at that time they thought was complete. But much to their horror, characters and events from books which they thought they knew thoroughly surface and stare them in the face.

Could this not be the domain of the present-day editor? For, if a piece is extracted *verbatim* from a literary whole, there is little he can use of editorial skills as we know them (i.e. copy-editing, polishing, refining) because he is dealing with an accepted, approved, acclaimed literary piece. But just how much should be selected, where it can be stopped—in short deciding just how much “stuff” “kids” could take—could this not be the editor’s prerogative?

But over and above editorial control that an in-house editor or a publishing house could exercise in

the selection of material for textbooks lies the very big responsibility of seeing that “copy”, as far as language textbooks are concerned at least, is impeccable. There is no dearth of vile examples of printing errors a la the “watercress” and “watercreases” example. And whether he likes it or not, the editor must be held responsible and taken to task for unforgivable errors such as these.

In fact—all those who matter—please—let us not play with the delicate sensibilities of our children. After all—as they say—you do not put manure at the top of the tree but at its base. We do not wish our children to grow up and realise they had missed out on something, do we? If they can take it—well we must make it available to them. And what better way than a marriage of ideas between editors and authors?

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FORTHCOMING PUBLICATIONS

August 1986

SOVIET FOREIGN POLICY DOCUMENTS—1985

—Darshan Singh

1986, 486pp, ISBN 81 207 0550 5, Rs 200

PERCEIVING INDIA: Through the Works of Nirad C. Chaudhuri, R.K. Narayan and Ved Mehta

—David Scott Philip

1986, 192pp, ISBN 81 207 0582 3, Rs 100

OUTCAST: A Novel

—Romen Basu

1986, 224pp, ISBN 81 207 0560 2, Rs 125

CAREER IN COMPUTERS

—Ajay Rai

1986, 128pp, ISBN 81 207 0598 x, Rs 60

DEVIL AND HIS DART

—Kunhanandan Nair

1986, 176pp, ISBN 81 207 0596 3, Rs 100

PLASMA: The Fourth State of Matter

—H.C. Jain

1986, 54pp, ISBN 81 207 0599 8, Rs 50

ADVANCED STUDY IN THE HISTORY OF MEDIEVAL INDIA: Vol. I

—J.L. Mehta

1986, 376pp, ISBN 81 207 0573 4, Rs 150

CURRICULUM DEVELOPMENT AND EDUCATIONAL TECHNOLOGY

—B. Ravishankar & Mamidi Malla Reddy

1986, 396pp, ISBN 81 207 0594 7, Rs 100

Book Binding and Book Development

The Indian book publishing industry, and hence the book binding trade, says N.C. CHAKRABORTY, Director of All India Institute of Book Binding and Designing, is passing through a stagnant phase. He suggests that the Government should improve the situation by implementing an integrated book development policy.

In this fast moving world, books are the prime vehicles for the distribution and preservation of knowledge. A country's progress is shown, among other factors, by the progress of its book publishing industry. Book binding plays an important role in the development of publishing.

In the early part of the 20th century, the publishing industry in India was controlled by the British publishers who mainly concentrated on producing school textbooks. The Indian publishers brought out very few school textbooks, but a large number of books on religion, philosophy and archaeology.

During the middle of the 20th century the publishing industry took to the production of scholarly and reference works. Book binding was treated as an aesthetic activity. Binding materials, such as board, cloth, rexine and leather, were used to this end. Generally, there was a specific manner of processing these materials for binding purposes. This practice continues until today. Book binders choose their materials from what is available in the market. There is a very acute problem in procuring good, durable binding materials.

We find that there is a big gap between the production of binding

materials and the purpose to which they are put. In the National Planning perspective of our country steps should be taken to advise mills to manufacture board and cloth, rexine particularly, for book binding purposes. What is available in the market is not up to the mark.

Board Requirements

The size of board for hard cover binding should match the size of paper in order to avoid wastage. Paper sizes are 20" × 30", 23" × 36", 22" × 34", and 20" × 26", so board sizes should be the same. Or, there should be a common size for both. Pasting boards are not good for binding purposes. According to different weights, the board may be manufactured at a time in the same specific standard and weight. This type of board is good for binding purposes. But it creates problems in binding.

Binding materials should be treated and processed in a scientific manner. Board, cloth, paper, etc., should be used in binding with run-on graining. By no means should it be used against the run-on graining. Major defects in binding are caused by lack of proper processing of materials.

Two types of board are used in binding: straw board and mill board

or white board. Straw board is made of wheat straw, jute, lime, animal glue, etc., and mill board is made of cloth waste, rags, lime, animal glue, etc. These are called filler materials of board. The binders generally use straw board for hard cover binding. For quality hard cover binding they prefer best quality mill board.

The filler materials of straw board are very sensitive to worms. Moreover, in straw board the fibre spacing is more than in mill board. So due to the free fibre spacing worms can easily grow and destroy bound books quickly even in the slightest of moist weather. The best quality mill board is better than any type of straw board for book binding purposes. It is no doubt costly. It is well pressed and its fibre spacing is negligible. Its filler materials are not quite sensitive to worms even in moist weather.

Cloth and Rexine

Cloth and rexine are used as cover materials in book binding. If free from starch, these materials will be ideal for book binding purposes. But due to the heavy starch used in the cloth and rexine, the bound book may be affected by fungus during moist weather. Starch also helps to grow worms in the book.

Animal Glue

Animal glue has been used in book binding ever since the book binding art or profession was established. In India 99 per cent of binding houses employ this glue in making book cover cases and pasting cloth with paper. Animal glue is very sensitive to moisture. In India 98 per cent of books bound with animal glue are found damaged after a few years. To overcome the problem, the binder may use chemical resin.

We feel that the manufacture of board, cloth, reinforcing cloth, thread, animal glue, resin, etc., should be made in a scientific manner so that the major defects of these materials are removed and best quality binding materials become available.

Human Resources

It is clear that human resources play a vital role in the economic growth of a country. Problems of unemployment, under-employment and low productivity are the quantitative aspects of human resources. Education, health, nutrition and recreation are some of the factors influencing the qualitative aspect of human resources.

Expenditure on education, health and nutrition has come to be regarded as real investments for the development of human resources. In the book binding industry we face day-to-day problems of school education, health and nutrition. A low undergraded productivity employment industry, it is treated as a cottage industry in West Bengal. For employment in the book binding industry a candidate has to have school education and technical

training. A sample survey was conducted by the All India Institute of Book Binding & Designing in 1985. Its results are shown below:

<i>Age Group Both Male Female</i>	<i>Permanent Workers</i>	<i>Temporary Workers</i>
15-25	15,500	5000
26-40	10,200	2000
41-55	5,750	1500
56-70	1,500	500

Hard cover binding is costly and is used for books meant for libraries. Soft cover binding is cheaper. Only a few large printing houses have completely mechanized their printing departments. Most processes of book binding are done by manual labour in binding houses. Book production requires co-operation among printers, publishers and binders. If print-runs are not very substantial, mechanized binding operations are not economical.

Our study has revealed that a certain number of publishing houses have all their printed copies bound in one lot. In West Bengal publishers, for want of storage space, keep their stocks with the binders and take away the bound books from time to time. The binding houses deliver the bound copies as and when the publishers want them for sale. They are however not properly remunerated.

In other states the binders store the printed sheets for a certain period—upto the processing and finishing stages. The reason is obvious. The house rents there are very high compared to those prevailing in West Bengal. Hence, the binders bind the required number of

copies as and when necessary and sometimes bind the whole lot and keep it ready for delivery. It is necessary to use standard binding materials when the whole lot is bound at a time.

The current activities of the All India Institute of Book Binding & Designing include:

- (a) To review binding of books.
- (b) To undertake case studies to find out reasons for defective binding.
- (c) To help organizations and individuals by providing them with proper knowledge of quality binding.
- (d) To arrange lectures on book binding technology.
- (e) To organize seminars and display binding materials.
- (f) To serve as advisers to publishing houses.
- (g) To conduct sample surveys in the book binding industry in West Bengal.

The Indian book publishing industry is at present stagnant. If it is to be given a boost, the Government has to play a major role by way of supplying concessional papers to the publishers, making grants to the libraries, ensuring the manufacture of suitable binding materials and the development of a trained organized labour force for the book binding industry. The Government can play this role effectively only if a well-defined and well-integrated book development policy for the country is adopted and implemented in relation to the development of the book binding industry.

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Asia-Pacific Information Network in Social Sciences

S.P. AGRAWAL

A wide information gap still exists among the Asian and Pacific social scientists. They continue to cite theories, researches and concepts developed in the West. This gap is now sought to be bridged by the establishment of an Asia-Pacific Information Network in Social Sciences (APINESS) at a meeting of experts from 17 countries in the region held at Bangkok recently. Here is a report on the proceedings of the meeting.

A meeting of experts from 17 countries in the Asia and Pacific region recently held at Bangkok under the sponsorship of Unesco and the Association of Asian Social Science Research Councils (AASSREC) launched an Asia-Pacific Information Network in Social Sciences (APINESS).

Dr Makminan Makgiansar, Assistant Director General of Unesco, in his inaugural address opined that the network would fill a fundamental void and provide social scientists of the region greater access to their colleagues' work.

Prof. Iqbal Narain, Member Secretary, ICSSR, and Secretary General, AASSREC, said the establishment of the network would help disseminate information about accumulated contributions to the study and research of social science scholars in the region and would ultimately enrich the pool of universal knowledge.

Dr Yogesh Atal, Unesco Regional Adviser, said that this "is to be seen as a mechanism for breaking information isolation."

Mr S.P. Agrawal, while presenting the country report, drew attention to India's glorious past in pur-

suit of learning and preservation of knowledge through the tradition of 'Sruti' and 'Smriti'. He explained the role of the ICSSR in the development of social science research and its utilisation.

APINESS will aim at linking up the existing major social science libraries and documentation centres in the region to facilitate exchange of knowledge. It will encourage development of new information centres and clearing-houses and assist in improving bibliographical control, indexing and abstracting services, producing directories and inventories and computerisation of the total documentation system.

To begin with, NASSDOC will undertake the following activities within the network:

- (a) Mail NASSDOC Research Information Series publications to National Contact Points.
- (b) Compile a directory of APINESS participants.
- (c) Provide a regional dimension to professional training courses which are planned to be started by NASSDOC.
- (d) Distribute (repost in India) among Indian participating

centres and other institutions, publications received from the Unesco Regional Office and APINESS National Contact Groups.

The following office-bearers were elected for APINESS: Mr S.P. Agrawal proposed the name of Mr Rahim Zain, Director General, Socio-Economic Research Unit, Prime Minister's Department, Government of Malaysia, for the post of Chairman. Other elected/nominated office-bearers were: Mr S.P. Agrawal (India)—Vice Chairman; Dr Muhammad Aslam Khan (Pakistan)—Vice Chairman, and Mr John Gullacher (New Zealand)—Rapporteur General.

Prof. Iqbal Narain, Secretary General, AASSREC, addressing the Participants, said:

"It is a moment of great happiness for AASSREC that we have all assembled here today (May 12, 1986) to launch APINESS. For the past twelve years AASSREC, through its various activities like biennial conferences, collaborative research projects, etc., has been able, to a certain extent, to bridge the communication gap among the Asian and Pacific social scientists. But a wide infor-

mation gap still exists; social scientists from Asia and the Pacific as yet refer to social science theories, researches and concepts developed in the West only and very rarely cite the works of social scientists of the region.

"It reminds me of an observation made by an eminent social scientist during a meeting of the founding conference of AASSREC. He said: 'There is an urgent need for Asian scholars—and even for scholars within each of the countries—to take each other's work seriously and to develop a tradition of critical scholarship. I will probably not be mistaken if I state that our reference groups and the 'significant others' to whom we address our work are mostly located in Europe and the United States'. These words still hold true. And we are here to get over this situation at long last. APINESS is, I hope, a significant beginning in this direction.

"As you are all aware one of the several objectives of AASSREC has been to encourage exchange of information among Asian and Pacific social scientists. However, it is a specialized task requiring a special setup managed by personnel trained in the art and science of documentation. It was for this reason that both Unesco and AASSREC have been toying, for the past ten years, with the idea of developing a mechanism whereby the existing national social science documentation centres in the region could be knot together to provide information and documentation services to scholars in the Asian and Pacific region.

"In this endeavour, the contribution of Unesco and its Regional Unit for Social and Human Sciences in Asia and the Pacific (RUSHSAP) has been immense. It is common knowledge that RUSHSAP in the past one decade has provided yeoman's service to the cause of social sciences in the Asia-Pacific region by way of academic and financial

inputs. As usual, they have always been receptive to new ideas. With financial assistance from RUSHSAP and the cooperation of AASSREC member councils and others, a study on the feasibility of setting up a regional network of social science information and documentation centres was prepared by Professor Ursula Picache of the University of the Philippines. Her report was discussed at a special session of the Sixth General Conference of AASSREC held at Bali, Indonesia, in September 1985.

"Almost all the delegates who participated in the deliberations on the report were of the unanimous view that the network must be immediately established. They were all aware of the fact that in most of the Asian countries social science research is done not in English but in the language of the respective countries. They were, however, quite optimistic that once the network was established solutions to this type of problems would be gradually forthcoming.

"Again, the need for establishing a regional network of social science information and documentation was emphasized at the meeting of the Executive Council of AASSREC in which, in fact, the acronym—APINESS—emerged.

"I am sure that the establishment of the network at this meeting would bridge the information gap among the Asian and Pacific social scientists and open up new vistas of academic collaborative research and cooperation in the region. The proposed network will help disseminate information about accumulated contributions to the study and research of the social science scholars in the region and would ultimately enrich the pool of universal knowledge where country barriers break and one finds oneself as a partner and a co-beneficiary in a kingdom of light which belongs to the world as a whole."

"The efforts of Unesco in general and of the Regional Unit for Social and Human Sciences in Asia and the Pacific in particular have at last borne fruit. All of us owe an eternal debt of gratitude to these bodies."

Addressing the participants, Mr S.P. Agrawal, Director, NSSDC, New Delhi, said:

"India has had a glorious past in the pursuit of learning and the treasure-houses of knowledge—particularly the libraries at Nalanda and Taxila—have always been names to reckon with. Despite the invasions, the wars and mindless destruction of cultural heritage, priceless manuscripts were preserved for posterity. Witness, for example, the Jainology collection in the dry deserts of Rajasthan, or the Sarfoji library in South India. One cannot also forget the tradition of Sruti, the tradition of transmitting ancient texts orally by a teacher to his disciples. The quest persisted during the British rule in terms of facts which laid sound foundations of general as well as discipline-oriented libraries.

"Social science research in India got a great impetus after independence as a result of socio-economic developmental processes. Many research institutions were set up. The most important has been the Indian Council of Social Science Research, established in 1969, to sponsor and promote research in social sciences and to develop and support documentation, information and data supply services. ICSSR, in turn, developed a well organised infrastructure of its own consisting of NASSDOC, Data Archives, six Regional Centres, and twenty-one research institutes which are financially supported by it. NASSDOC and Data Archives are already engaged in networking activities at national and international levels.

"ICSSR Data Archives and NASSDOC have been promoting the concept of networking by associating

(Continued on page 18)

Television and the Book

We are passing through an era of mass communication in which television and the book have equal, if somewhat different, responsibilities. The two, says FRANK STANTON writing on the American scene, are natural partners in informing and educating the people.

Television is a newcomer to our mass communications mix. Although the technology was developed a half century ago, it did not come into wide public use until after World War II. At the beginning of 1948, there were 15 television stations on the air and they could be received in 200,000 homes. Ten years later, we had 520 stations reaching 42 million homes. That was the decade of explosive growth; the trend has been somewhat more sedate in the subsequent decades.

Today, there are television sets in 73 million households, and those homes account for 204 million Americans. That is about 97 per cent of the total population and probably is as close as you can come to a universal system of public communication. The time spent on viewing television also has been increasing. It rose a half hour between the 1970-71 season and the 1976-77 season, when people were averaging three hours and forty-eight minutes per day.

Consider what is involved in attracting our fellow citizens to their sets for that much viewing. The networks and the individual stations together present material to fill eighteen to twenty-four hours of broadcasting, 365 days of the year. They report the news and, through documentaries, analyze the major

issues of the day. They present thoughtful dramatic productions and exciting sports events. And they must come up with a schedule of the comedy and action adventure which permits people to relax from the tensions of life. All of this, of course, must have sufficient range and variety to appeal to all of the highly diverse segments of contemporary society.

Eric Sevareid tells an illuminating story about an hour of talk with Hugo Black, who was the first sitting Supreme Court justice to agree to a lengthy interview on television. Eric calls it a fascinating hour with a beautiful mind. Yet when it was broadcast, another network featured an hour with Brigitte Bardot. Most of the audience preferred another kind of beauty that day, for Mlle Bardot won the ratings contest hands down. The point is that we must continue to have the Justice Blacks as well as the Mlles Bardots on the air because television must serve the audiences that will find each of them appealing.

In the course of pursuing the goal of universal appeal through diversity, television naturally will be producing material somebody doesn't like. And in the course of constantly creating new material to fill those twenty-four hours each day of the year, there will be some

mistakes, some lapses of taste, some banality. It is inevitable and it gives rise to considerable criticism. I would not defend everything that appears on television, but I do believe that the medium by and large does a good job of meeting the varied responsibilities of mass public communication.

I also hear some echoes from the world of books during an analogous stage of development. When the United States was little more than a half century old, Alexis de Tocqueville said of our democratic populace that "they prefer books which may be easily procured, quickly read and which require no learned researches to be understood. The ever increasing crowd of readers, and their continual craving for something new, ensure the sale of books that nobody much esteems." Viewpoints on communications don't seem to change much from century to century.

I imagine that when Gutenberg introduced his machine, the new technology sent a shudder through the intellectual world of the time. What would it do to the established tradition of creating and transmitting wisdom? What of the sages and teachers, the oracles and preachers who had carried civilization that far? Their works had been stored away on stone, papyrus, and parchment

where they were accessible to priests and scholars. But what would happen when knowledge was accessible to the masses? Today, we celebrate the fact that printing has worked out quite well for mankind, so well we are convinced that books should be promoted for an even stronger role in the future.

What are the prospects for books now that a new communications technology has captured the public fancy? If the record is any indication the prospects are excellent. Let's take a quick look at the quarter century between 1950 and 1975, the time when television developed into a major force in this society. During that period, the population grew 43 per cent, but the number of book titles published in this country more than tripled. They rose from eighty-six hundred in 1950 to thirty thousand in 1975, and by now the total is fast approaching forty thousand. Sales of the ubiquitous paperback book increased ten times, going from \$44 million to \$450 million.

There were gains in periodical publishing, too. The number of daily newspapers stayed at about seventeen hundred, but circulation rose from 54 million to 61 million. In addition to newspapers, there were sixty-nine hundred periodicals of all types published in 1950, while by 1975 there were ninety-six hundred and they ranged from broad national publications to the narrowest of special interests.

All of this tells us we should resist the temptation to label our times the Age of Television. It really is an era of mass communication. Ours is not a television society but one in which attitudes and ambitions are shaped by information and impressions from all kinds of sources. People might spend three or four hours watching television, but they spend another twelve waking hours working, talking, reading, travelling. It is this total experience that creates

the sense of reality, and I am rather impatient with the notion occasionally expressed that the ordinary citizen is weak-minded to the point that a few hours of television each day can turn him into a video-guided vegetable.

Books have a very strong role in the process of mass communication. Anybody who strolls through a drug store, airport, or supermarket knows that the day of the book as an erudite object between hard covers has long since gone. The image of books as the talisman of a privileged minority or an intellectual elite is a thing of the fading past, and that is a very healthy development in a democratic society. Books of all sizes, shapes, and content are found everywhere, thanks in good part to the advent of the paperback. They are a source of ideas and enjoyment for scores of millions of our citizens. These volumes do not all have serious content or lofty themes, since they must appeal to a wide range of interests, tastes, moods, and levels of comprehension. But the important fact is that people are reading.

That there is a positive correlation between increased television viewing and the increased use of books surprises some people. Perhaps they remember the days twenty-five years ago when the advent of television did put a dent in the public's reading habits. During the early fifties, library circulation turned downward, and so did book sales. But the trend was soon reversed, and both indicators have risen to new highs in the past two decades. Public library circulation rose from 543 million in 1950 to 927 million twenty-five years later.

The same sort of thing happened in the music world when radio came on the scene. It was feared that the new broadcast medium would destroy the recorded music business, but we now know that the two of

them have prospered mightily together.

What happened with television was that it became a part of and contributed to a general explosion in cultural interests. Instead of absorbing the exclusive attention of the public, television stimulated people's interests in all kinds of subjects. Quincy Mumford, who was Librarian of Congress during much of that period, queried his fellow librarians about the impact of television and found a consensus that it stimulated calls for books which were related to programmes people had seen. Publishers discovered the same phenomenon.

A strong linkage has developed between books and television. I think the relationship is worth examining. It involves programmes which have come from books and books which have come from programmes. It involves the encouragement of writers. And finally it involves the promotion of books simply as a matter of stimulating sales.

I would like to examine the latter point first, not because we are concerned here with the financial fate of publishers but because increased book sales mean increased use of books. It means more people are reading and learning, a matter that certainly does warrant our interest.

Interviewing an author on the air has long been regarded as a technique that benefits viewers, authors, and publishers. Writers are interesting people, and they often bring a lively wit and fresh ideas to the broadcasts which feature them. In turn, television exposure has become a reliable spur to book sales.

In more recent years, the value of advertising books on television has become apparent. This interest has coincided with the creation of mass distribution systems which broaden public access to books far beyond the traditional system of

about five thousand book stores which once prevailed. Supermarkets alone offer nearly fifteen thousand sales outlets, and they are joined by drug stores, convenience food chains, and a great variety of other retail places. Publishers are beginning to commit advertising budgets of as much as \$300,000 to move a single title through this system, and the broadly based selling power of television is seen as an effective tool for attracting large audiences for new books.

On the creative side, there is a flow in both directions between the television and publishing worlds. Books have long been a source of material for television, but the pace of adaptations has stepped up in recent years.

Books flow in the other direction, too. When a television programme is successful, we find the story can be converted into a book which will make its message available to an additional audience over an extended period of time. "Holocaust," seen by an estimated cumulative audience of 109 million, is a prime example. The original television story was written by Gerald Green, a distinguished author with eighteen books to his credit. Then he was commissioned to write a companion book, and Bantam Books had 1,150,000 copies of the paperback edition in print before the programme was broadcast. "Holocaust" told a story that is crucial for society to remember, and the companion book will expand greatly the impact of the television programme.

While serving the interest of the public, the increased activity also benefits writers. Television has long offered an additional market for the work of writers formerly limited to the printed word. The flowering synergy between television and publishing should further expand the market for their work. Television has also been the source of substan-

tial sums which encourage the development of writing talent.

There are two aspects to the role of television in our system of education. One involves the use of television in the classroom. The other is the broader process, which I will discuss later, by which our citizens use television to gain the information and perspective that are vital to a functioning democracy.

Let me first review the ways in which television can serve as an instructional tool in the classroom. One is the use of closed circuit systems to instruct students through a medium they have become comfortable with in their homes. It can be used live but more often it makes use of prerecorded programmes on videotape. The programmes can be prepared by specialists and used in conjunction with lesson plans tailored to the needs of students at all levels. The key element, of course, is programming. The technology accomplishes nothing if it is not matched by an intelligent and constructive effort to prepare effective lectures and demonstrations.

A second tool, which supplements the first, is the broadcasting of educational programmes to the schools. Many public television stations across the country, as well as a few other noncommercial outlets, schedule a full complement of educational programmes during school hours.

In the specific field of reading, there have been some extremely encouraging results from an experimental project conducted in Philadelphia. A high school English teacher there, Michael McAndrew, was searching for ways to improve basic skills and overcome his students' apathy toward reading. He hit on the idea of using television scripts to stimulate their interest. Starting with videotapes of some old commercial programmes, the students were drawn into an involve-

ment with the accompanying scripts. They responded immediately, and reading scores rose dramatically.

With the potential established, the next step was to seek advance scripts for programmes not yet broadcast. The networks responded, and soon students were doing exercises with the scripts in anticipation of the scheduled broadcasts. They even took the scripts home, where they became the focus of family discussions.

What this proves is that there is great potential for constructive use of commercial broadcasting as an educational tool. And the potential seems limited only by the imagination of educators and broadcasters. The networks are expanding their participation in the Television Reading Programme which grew out of the Philadelphia experiment. There is some evidence that the companion books growing out of television programmes also are effective in attracting the interest of nonreaders. There are individual teachers making all kinds of uses of television, studying current events from news programmes, reviewing dramatic shows, even examining the technology which makes television work. They are helped by the availability of the *Teachers Guides to Television*, a semiannual publication which provides lesson plans for fourteen television programmes. And, of course, at the college level, one can even attend class via television.

All of these developments are encouraging, and many of them involve books and reading for they are at the root of the educational process. I look forward to an expanded role for television as more educators take advantage of the potential it has for them and their students.

The educational value of television was evident to all of us, I'm sure, during that unhappy summer

of 1974 when we were changing presidents through the process of impeachment and resignation. That was a terribly critical time in the history of our republic, yet it went smoothly. Great credit must be given to the fact that people could watch the whole process, know what was happening and finally understand why the change must be made. They saw the House Judiciary Committee on their television screens day after day, becoming aware of the intelligence and good will of the members as they began the agonizing process of impeaching a president. They watched the president's rebuttals and finally his decision to leave. They saw a new president quickly and legitimately installed.

There were no destructive mysteries about the process, no room for dark suspicions of political plots. It was all there to be witnessed and thus provide the confidence that the political process had worked properly, guided by men and women of honour. It was crucial for people to learn all this and to learn it instantly so we could remain whole as a political family. Television was able to do that.

Now the role of the book has become manifest in the Watergate aftermath. We sometimes seem to be drowning in a flood of them, but in the long term they all will prove valuable for their contributions to our understanding of that tragic time. Books are bringing us the

perspective and the detail, combined with a mosaic of the personalities and the diverse passions involved. In various ways, they will help us know why it all happened. Then they will store that knowledge to help future generations understand.

This contribution to understanding our political life is, of course, but one of the many roles of the book in our culture. Along with enlightenment, we depend on books for information, amusement, spiritual guidance, and myriad other benefits. But some kind of educational function is at the root of many of those roles, making an extraordinary contribution across a wide range of American life. □□□

(Contd. from page 14)

more and more libraries, documentation and information centres for developing a National Information System in Social Sciences, which could collaborate with other countries of the region to pursue identified common objectives. Efforts initiated in this direction are:

- “(1) Compilation of discipline-oriented union catalogues;
- “(2) Creation of a Central Abstracting Service in Social Sciences;
- “(3) Compilation of an Index of articles with particular reference to SAARC Countries, to begin with;
- “(4) Taking up training programmes for human resource development; NASSDOC is now preparing to undertake a course leading to Associateship in Library and Information Studies in Social Sciences (ALIS) and concurrent with this short-term inclusive courses the first such course is proposed to be a Management Information Service in Libraries.
- “(5) Providing bibliographical information about Indian publications in social science disciplines to international

documentation agencies, e.g., NASSDOC provides data to the International Committee for Social Science Information and Documentation (ICSSID) for international bibliographies in the fields of Anthropology, Economics, Political Science and Sociology. This programme may become more effective now that the NASSDOC Director has been elected a member of ICSSID.

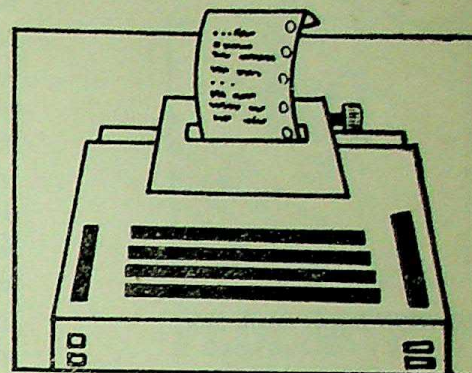
- “(6) NASSDOC has also been developing close relations with other international library and documentation organisations to promote the networking concept. The NASSDOC Director is a member of the FID national committee, and FID Social Science Information and Documentation to pursue collaborative programmes in the region. NASSDOC has also developed exchange relations with the International Federation of Library Associations (IFLA). In a meeting recently held at NASSDOC and addressed by Dr J.S. Soosai Chairman, Asia Section, IFLA, measures were discussed as to how IFLA

could reach out more information centres in the Asian region so that certain programmes could be taken up. In this context, training programmes and exchanges of professionals within the Asian region found favour with the participants.

- “(7) We also have been making manifold efforts to collect data.

“The *summum bonum* of information activity should be the satisfaction of the inquirer in an expeditious manner. Here technology will come to our aid and with quicker access to larger resources, Dewey's dictum will at last come true—Ask the library any thing.

“Of course, all this will require dedicated effort on our part. While some nations can take advantage of modern technology to march ahead, the sheer size and diversity of languages in our case will continue to mean hard work. A scholar, Christine Rossettee, had once asked, ‘Does the road wind uphill all the way?’ and answered in the affirmative, ‘Yes, to the very end’. With dogged determination, we are trying to go up, and we will make it.” □□□



NEWS AND EVENTS

ASIAN WORLD PUBLISHING CONGRESS

The first annual Asian World Publishing Congress, together with its supporting trade exhibition, PUBCON EXPO'87, will take place at Raffles City, Singapore, from February 23 to 27, 1987.

This important major new Asian event for newspaper, magazine, book publishing and advertising industries has the support of the Singapore Trade Development Board and is being organized in affiliation with *FOLIO* magazine of the USA. The Congress stresses a definite need for an international forum serving local, regional and those overseas publishing and related organisations that have interests in the Asia Pacific basin.

Thirty-six distinguished publishing and advertising industry leaders will address the delegates on subjects including launching of new publications, breaking into China and Japan, better business management, improving advertising and sales techniques and achieving greater productivity.

There will be a choice of 28 specialist in-depth workshops for the development of new skills and exchange of information. Further information relating to both the events can be had from Asian World Publishing Congress, Regina Lee, Singapore 3394377.

WORLD WILDLIFE FUND ANNIVERSARY

The 25th anniversary of the World Wildlife Fund will be observed at a unique conservation event to be held at Assisi, Italy, in September this year. The organisers propose to invite publishers from around the world to join them in Assisi and to present their latest books which they feel are in keeping with the idea of this pilgrimage.

Further information can be had from: Mr Rachel Caldecott, Assisi Events Office, 3 Henrietta Street, London WC2E 8LU, Tel: 836'1760.

CAIRO BOOK FAIR

About 800 Indian books on art, children's books, journals, and reference books, books on geography, history, biographies, literature, science and technology, social sciences, were displayed at the Cairo Book Fair in which about 1300 publishers from 52 countries participated. About 35 million books were on display.

Mr Hosni Mubarak, President, Arab Republic of Egypt, and his wife showed keen interest in Indian books, particularly in books on history and biography. A set of books was presented to him.

A lot of people came to visit the Indian stall. At times it was difficult to control the flow of visitors. Teachers and students showed their interest in buying Indian textbooks, particularly on engineering, medicine, agriculture,

physics, and mathematics. Some people were interested in books on religion, and philosophy, whereas some others were interested in Indian cinema, cookery, and art books.

Conversations with students and teachers showed that they preferred Indian books compared to books from Western countries for the reason that the contents of Indian books are rich, the language easy to understand and the prices low. There was a lot of enthusiasm about books published under the subsidy scheme.

About 150 orders from individuals were recorded. Some queries regarding translation rights for Indian books were also received. There can be further demand for books on dairy technology, Indian theatre, jewellery, etc. Biographies of Tagore, Vivekananda, Indira Gandhi, Jawaharlal Nehru can also find a place in the market.

LONDON BOOK FAIR, 1987

In 1987 the London Book Fair, renamed London International Book Fair, will move to its new venue, Olympia, 2, in Kensington, West London, from April 14 to 16. Further information about the fair can be had from: Jan Page or Katy James, London International Book Fair, Industrial and Trade Fair Limited, Oriel House, 26 The Quadrant, Richmond, Surrey, TW9, IDL. Tel: 01-940 6065. Telex: 8951389.

JERUSALEM INTERNATIONAL BOOK FAIR

During the forthcoming Jerusalem International Book Fair next April it is proposed to have an exhibit of all books written about the city of Jerusalem and published around the world in a variety of languages, and from a variety of viewpoints. The fair authorities have requested publishers to send them one copy each of their publications about Jerusalem at the following address: Chairman and Managing Director, Jerusalem International Book Fair, 12, Sarei Isrel St, Jerusalem 91012.

BOOK AND AUDIOVISUAL FAIR

The Third World Book and Audio-visual Fair on Telecommunications and Electronics will be organized by the International Tele-communications Union at Palais des Expositions et des Congress, Geneva, from October 20 to 27, 1987. The purpose of the book fair is to present the widest possible range of the latest published information in the area of telecommunications, electronics and related subjects. Only publications on the peaceful aspects and uses of telecommunications and electronics will be permitted.

NATIONAL PRIZE COMPETITION FOR CHILDREN'S LITERATURE

The National Council of Educational Research and Training has announced the 24th Prize Competition for Children's Literature. Prizes shall be awarded to the authors of books or manuscripts which, in the opinion of NCERT, are of outstanding merit. There will be four prizes of Rs 5,000 each in Hindi, two for books in other regional languages, and separate prizes for the age groups 5 to 8 and 9 to 15.

Only books other than textbooks published during the calendar years 1983 and 1984 shall be eligible for entry.

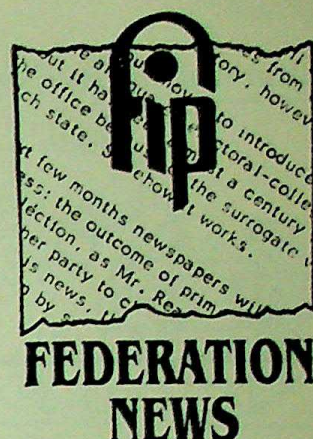
GRANT FOR IASP

The Andrew W. Mellon Foundation in New York has approved a grant of \$18,000 in support of the International Association of Scholarly Publishers, according to word received from the association's President, Edvard Aslaksen, of the Norwegian Universities Press, Oslo, Norway.

The funds will be spent during the next three years, according to Aslaksen, "to maintain the present level of communication between Western university presses and other arms of scholarly publication scattered around the world and, where possible, to raise the level of exchange of information, particularly with Third World publishing organizations."

BOOK RELEASE

The Chairman of the Press Council, Mr A.N. Sen, has stressed the need for bringing out good books at reasonable prices. He was releasing the *Competition Success Review Year Book*, 1986.



EXPORT OF BOOKS TO PAKISTAN

According to a policy decision taken by the Governments of India and Pakistan, technical, professional and religious books can now be imported from India by the private sector publishers of Pakistan. For this purpose, the requirement of obtaining export licences from the Joint Chief Controller of Imports and Exports has been dispensed with. Exports to Pakistan have thus been brought on a par with exports to any other country.

The Pakistan Publishers and Booksellers Association may now be placed on the mailing lists of Indian publishers. The Association's address is: Pakistan Publishers and Booksellers Association, YMCA Building, Shahrah-i-Quaid-i-Azam (The Mall), Lahore, as also Thomson & Thomson Booksellers, Shahrah-i-Liaquat, Opp. Odeon Cinema, Saddar, P.O. 8790, Karachi.

HINDI RELIGIOUS EDUCATION

The Indian High Commission in Kenya has intimated the Federation that the Kenyan, Ministry of Education has introduced Hindu Religious Education (HRE) as a compulsory subject for Hindu students in primary and secondary schools. The Kenyan authorities have therefore requested that a few books relating to this subject which could be of use for preparing an HRE syllabus may be sent to them. The books should be in the English language. Further information can be had from: Mr Debraj Pradhan, Second Secretary (Education), High Commission of India, P.O. Box No. 30074, Nairobi, Kenya.

SOVIET LIBRARIES

The following is a list of Soviet libraries received by the FIP from the Ministry of Human Resource Development:

1. Inion Akad Nauk SSSR, Krasikova, 28/45, Moskva V-418; USSR;
2. Nauch Biblioteka, Glav Pocht P/J 595 Moscow, USSR;
3. Biblioteka Glavnyj Pochtamt Pocket, Jaschik 741;
4. Institut Mirovai Ekonomiki Profsojuznadjadom 47 Moskva, SSSR;
5. Gos, Publ. Nauch-Tech Biblioteka USSR, Kuznetskij Most-12 Moscow, USSR;
6. Institut Mexhdunarodnaya, Rabochego Dvizenija, Kolpachny 9-A Moskva USSR;
7. Spravochnee Bureau, Pyatmitzkaya-25, Moscow, USSR;
8. Glav Pochtamt, Pocht, Jashik 958, Maskva, USSR;
9. Nauchneja Biblioteka, Ministerstva, Finansov, UI, Kujbysheva, 10. Moskva, USSR;
10. Glavny Pochtamt, Pocht Jasch, 699, Moscow, USSR;
11. Patentnaja Biblioteka Otdel, Komplektovaniiji

Bareschkakaja nab. 34, Moscow, USSR; 12. Biblioteka Glavnyj Pochtamt Pochtovyj, Jaschik 747, Moscow, USSR; 13. VCSPS, Nautchnja Bib., Leninskij prespekt; 42, Moscow V-119, USSR; 14. Izdatelstve "Progress", Zubevsky Bulvar 21, Moscow, USSR; 15. Gos Biblioteka, USSR im. Lenina, Moskva/Center, SSSR.

RIGHTS FOR RUSSIAN BOOKS

VAAP, the Copyright Agency of the USSR, has forwarded to FIP copies of three catalogues entitled 'New Art Studies', 'Documentary Prose' and 'Natural Sciences and Engineering' which contain Russian books for which rights are available. Those interested in acquiring them may write to the Federation.

National Gallery of Modern Art Art Reference Library

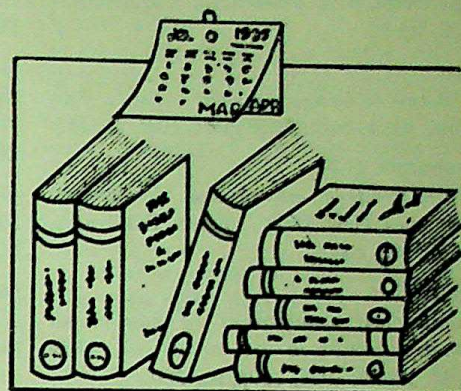
National Gallery of Modern Art, Jaipur House, New Delhi-110003, a subordinate office of the Department of Culture, Ministry of Human Resource Development, requires new editions, reference books and journals, preferably in Hindi and English, on the following subjects:

- (a) Fundamentals of Art; Painting, Sculpture and Architecture of Greek, Roman, Byzantine, Renaissance, Baroque, Neo-classicism, Romanticism, 19th and 20th century Modern Art of Europe, America, Latin America, Far East and South East Asia.
- (b) Pagan, Hindu, Buddhist, Jain, Christian and Jewish Iconography, International Gupta Style; Buddhist Painting, Sculpture and Architecture; Tribal and folk Arts; Jain, Sultanate, Deccani and Mughal Painting; Modern Indian Painting, Graphics, Sculpture and Architecture, Industrial Design, Photography.
- (c) Technology and structure of works of art; Alterations and deterioration & treatment of works of art; practical problems of preservation and technique of restoration; and published theses and rare books related to special problems and various styles of classical and contemporary art.

Interested booksellers, publishers and other custodians may send offers and also list of books available with them mentioning the discount etc, latest by September 30, 1986. The edition will be selected entirely at the discretion of the National Gallery of Modern Art, New Delhi. The books and journals are to be deposited to the Librarian, National Gallery of Modern Art personally and taken back at owner's cost and risk.

(Dr Anis Farooqi)
Director,
National Gallery of Modern Art,
Jaipur House, New Delhi

Compiled by
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MONTHLY LISTING

REFERENCE

- Agnihotri, V.K.
Complete guide to General studies with objective questions and answers. New Delhi, Allied, 1986, Rs 75
- Baramal, S.P. Ed
Military yearbook 1985-86. New Delhi, Guide Publications, 1986, 300p, Rs 135
- Blavatsky, H.P.
Theosophical glossary. New Delhi, Asian Publications Services, 1986, 400p, Rs 300
- Richardson, John
Dictionary Persian Arabic-English. New Delhi, B R Publishing, 1986, 1714p, Rs 500
- Steingass, F.
A Learner's Arabic-English dictionary. New Delhi, Sterling, 1986, 1260p, 200
- Steingass, F.
A Learner's English-Arabic dictionary. New Delhi, Sterling, 1986, 484p, Rs 100

AGRICULTURE

- Gian Singh
Economic conditions of agricultural labourers and marginal farmers. New Delhi, B R Publishing Corp., 1986, Rs 95
- Jain, M.M.
Growth pattern in Dairy sub-sector in Rajasthan. New Delhi, Himalaya Publishing House, 1986, Rs 175
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Third world peasantry: A continuing saga of deprivation, 2 vols. New Delhi, Sterling, 1986, 624p, Rs 400 per set.
- Nema, N.P.
Principles of seed certification and testing. New Delhi, Allied, 1986, 194p, Rs 30

Parmar, B.D.

Regional development and agricultural wages. New Delhi, Himalaya, 1986, Rs 125

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Polypodiaceuos farms of India. New Delhi, Today and Tomorrow, 1986, 125p, Rs 95

Saucheli, V.

Phosphates in agriculture. New Delhi, Today and Tomorrow, 1986, 225p, Rs 199.85

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Taxation and agricultural development. New Delhi, Himalaya, 1986, Rs 90

ART AND ARCHITECTURE

Arshi, P.S.

Sikh architecture. New Delhi, Intellectual Publishing House, 1986,

Handicrafts of India. New Delhi, Indian Council of Cultural Religions, 1986, Rs 125

Indian Music, 3rd ed. New Delhi, Indian Council of Cultural Relations, 1986, Rs 36

Mitra, R.L.

Antiquities of Orissa. New Delhi, Today, and Tomorrow, 1986, 195p, Rs 30

Mohapatra

Archaeology in Orissa. 2 vols. New Delhi, B R Publishing Coporation, 1986, Rs 680 per set.

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Everybody's guide to Palmistry. New Delhi, Sterling, 1986, 266p, 124

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Indian economy: emerging perspectives. New Delhi, Allied, 1986, 194p, Rs 125

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Fundamentals of rural economics. New Delhi, Himalaya Publishing House, 1986, Rs 80

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Development and planning: Theory and practice. New Delhi, Himalaya, 1986, Rs 150

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Recent trends in international development economics. New Delhi, Yatan Publishers, 1986, 134p, 100

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Law relating to drugs and cosmetics. 3rd ed. Lucknow, Eastern Book Co., 1986, 1248p, Rs 200

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Handbook of labour and industrial law. 3rd ed. Lucknow, Eastern Book Co., 1986, Rs 80

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Commentaries on Hindu Law. Allahabad, Hind Publishing House, 1986, Rs 110

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How to obtain books and journals from abroad. Kurichy, Jafee Publishing Service, 1986, Rs 100

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BOOK REVIEWS

INDIAN BOOKS

JAWAHARLAL NEHRU AND THE INDIAN NATIONAL CONGRESS, by Alexander Chicherov, 1985, 134pp, Rs 35.00, Allied Publishers, New Delhi

The relationship between Jawaharlal Nehru and the Indian National Congress is the subject of this book. After all, during the one hundred years of its existence, the Party has produced many other outstanding leaders of various ideological and political trends, among them Dadabhai Naoroji and Bal Gangadhar Tilak, Maulana Abul Kalam Azad and Sardar Vallabhbhai Patel, Subhas Chandra Bose and Rajendra Prasad, Lal Bahadur Shastri and Morarji Desai, to mention a few, who became important figures not only in the history of the Congress Party but of that of the country as a whole. But who among the INC leaders exerted the greatest influence on its ideological and practical activities throughout its one-hundred-year history? Gandhi, Nehru and Indira Gandhi were three leaders personifying the Congress Party in different periods of its history.

Jawaharlal Nehru was among the closest disciples, and later a

fellow fighter, of Mahatma Gandhi, but he represented a new generation of INC leaders who had matured and joined the political struggle in the 1920s and 1930s and brought a new approach to the goals and methods of the INC-led liberation movement. Nehru headed the government of independent India for nearly two decades, and his name and the Nehru course pursued by the Congress Party are synonymous with the historic gains of new India in the economic, cultural and scientific fields, and on the international scene. He was the architect of Soviet-Indian friendship and co-operation, and a founder of the Non-Aligned Movement. Although his activity as the leader of a country, in which the processes of strengthening national capitalism were going on, sometimes caused serious disagreement within the Congress Party and especially outside it, Nehru remains in history as a great son of his country, and an outstanding leader at the world level.

PUNJAB SINCE PARTITION, by Satya M. Rai, 1986, 463pp, Rs 250 Durga Publications, Delhi

Punjab, which had been treated as a 'sword arm' of the British rule in India, also played a key role in the

finalisation of the Pakistan scheme as its support became vital to the formation of the new state. Amongst the developments flowing from the communal awareness in the sub-continent, the partition of Punjab, emerging as a corollary to the division of India, was the most crucial outcome of the colonial rule. It had a deep impact on the social, cultural, economic, administrative and political life of the region and involved the biggest movement of population ever witnessed in history.

The present study analyses the problems arising out of the partition, like the process of partition, arrangements made by government and non-government agencies for the incoming and outgoing refugees and the traumatic experience went through by the refugees, particularly women and children. The impact of the partition on the administrative machinery and the political life in Punjab have been carefully examined. The author also analyses the consequences of Punjab becoming a frontier state and discusses problems like the canal water dispute, smuggling, boundary clashes, penetration of extremists across the border, accentuation of communalism, fundamentalism, Operation Blue Star and its aftermath.

INDIA, THE NEXT 7000 DAYS, by Satish C. Seth, 1985, 336pp, price not mentioned, Wiley Eastern Limited, New Delhi.

This is an indispensable reference work for policy makers, planners, public administrators, industrial managers, trainers of teachers and managers. Starting with a lucid introduction to the concept and methodology of scanning the future, the book goes on to delineate the national and sectoral scenarios for India.

Based on the premise that change is the only thing that is constant and inevitable, the author has advocated the need to learn to "anticipate" and "manage" a preferred change. He explains how we can accommodate 'tomorrow' in today's decisions, specifically to the Third World countries and India. He exhorts them to plan for a "quantum-jump" development. For the first time, in the Indian context, the concept of 'anticipatory management' has been elaborated by the author. This book provides an excellent introduction to technology forecasting and technology assessment.

THE POETRY OF JAYANTA MAHAPATRA: A Critical Study, edited by Madhusudan Prasad, 1986, 311pp., Rs 150, Sterling Publishers, New Delhi

Jayanta Mahapatra is indisputably a major poet on the contemporary scene of Indian-English poetry, commanding a large audience at home and abroad. In a fairly short period, he has produced a great deal of quality work that makes a positive contribution to Indian-English poetry. He was the first Indian-English poet to win the Sahitya Akademi Award (1981) for his book of verse entitled *Relationship*. The present volume has the distinction of being the first one to assess his poetry from various angles.

The book consists of nineteen critical essays written by as many scholars. In addition, there is Norman Simms' interesting interview with the poet based on the correspondence between them, which is included in the Appendix. Some of the distinguished contributors to the book are Bruce King (USA), John Oliver Perry (USA), Alan Kennedy (Canada), Norman Simms (New Zealand), V.A. Shahane, M.K. Naik, S.K. Desai, Meena Alexander and K.S. Ramamurti.

The book, which will be of tremendous help to the teacher and the student of Indian-English poetry, makes a commendable beginning and will encourage critics and researchers to turn their attention to this most significant poet of today.

BIBLE OF HINDUISM, by G.M. Ram 1985, 552pp, Rs 150, Allied Publishers Private Limited, New Delhi.

This book makes a brief survey of almost all the sacred books of Hindus including the Vedas, Brahmanas, Aranyakas, Upanishads, Dharmasutras, Ramayana, Mahabharata, Bhagavad-Gita and other Dharmasastras. The emphasis is on moral and spiritual teachings of this vast literature, particularly of the Ramayana, the Mahabharata and the Bhagavad-Gita.

It has been stressed that along with individual salvation, the Hindus should lay emphasis on self-control, generosity and compassion in their lives as stressed in various sacred books to serve the downtrodden for a better society. It also deals with the various sects in Hinduism and the expositions of contemporary Gurus including Radha Swami, Satya Sai Baba, the Divine Light Mission, etc.

The book also deals with various periods in the history of the growth of Hinduism.

RESEARCH METHODOLOGY IN SOCIAL SCIENCES by N. Thanulingom, 1985, 108pp., Rs 25, Rainbow Publications, Coimbatore.

This book is of special interest to Ph. D. and M. Phil scholars and post-graduate and under-graduate students of universities, colleges and research institutions. It is based on 13 years of research experience of the author. It expounds the considered views of eminent researchers.

CIVIL ENGINEERING DRAWING, by S.C. Rangwala, 1986, 116pp., Rs 35, Charotar Publishing House, Anand.

This book explains clearly the elementary principles of planning and designing civil structures such as residential buildings, industrial structures, and public buildings. The topics are selected and arranged in such a manner that continuity of thought is maintained to get a firm grip on the subject. The text matter is well arranged in 11 chapters. Each chapter is, in itself, a monograph, on a particular topic.

The book will prove useful to students preparing for degree examinations in civil engineering and architecture of Indian universities, diploma examinations conducted by Boards of Technical Education, certificate courses, as well as for the A.M.I.E. and U.P.S.C. examinations. It should also be of immense use to practising civil engineers.

FOREIGN BOOKS

THE ART AND SCIENCE OF BOOK PUBLISHING, by Herbert S. Bailey, Jr, 1970, 216pp., \$ 7.95, University of Texas Press, Texas.

First published in 1970, *The Art and Science of Book Publishing* quickly became accepted as the introduction to book publishing. It has been widely adopted for university publishing courses and is now

available in paperback for the first time. In this survey of current book publishing practices, a distinguished publisher discusses with authority every aspect of the editorial and financial operations of the modern publishing house.

Herbert S. Bailey, Jr., first presents a thorough introduction to the editorial, production, and business aspects of publishing. He then turns to specific publishing problems, developing both theory and empirical techniques for decision-making. Formulas and other methods are offered for determining policy in pricing, advertising budgets, reprints, and other areas.

The book will be useful to students, and practitioners of publishing as well as to those in business and related communication fields.

THE PRECIOUS PRESENT, by Spencer Johnson, M.D., 1985, 80pp., £6.95, Exley Publications Ltd., United Kingdom.

The Precious Present is a book that will capture your heart. But it is more than a book—it is a profound message that can help you to be happy with yourself and your life forever.

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Finally, after years of travelling and studying and searching in his own mind, he discovered the secret of personal happiness—one that we can each discover and enjoy for ourselves—the secret of *The Precious Present*.

THE VIRGIN GUIDE TO LONDON'S BEST RESTAURANTS, edited by CATLEDGER, 1986, 255pp., £3.50, Virgin Books, London.

This completely revised, third edition brings you the best dining to be had in London. Each restaurant has been visited and reassessed. Some have disappeared from the guide and some make an appearance for the first time and the information about opening times and prices has been comprehensively updated.

Restaurants are listed by area and by price, enabling you to find the right food at the right price in the right place. It is fully indexed with maps and illustrations, and is conveniently designed for your pocket or glove compartment.

The guide covers the whole of London and doesn't assume that if you want to eat you must necessarily spend a fortune or travel across the river. It is the result of much meticulous labour and committed consumption. Remember it is only a guide, and possibly the most useful part of the entry will be the telephone number.

London has so much to offer the intrepid eater, the turnover may confuse us and keep us on our toes but it does mean that there are

always new things to get excited about, as well as all the old things that we just haven't found yet.

THE VEGETARIANS' HEALTHY DIET BOOK, by Colin Spencer and Dr Tom Sanders, 1986, 126pp., £3.95, Martin Dunitz Publishers, London.

The Vegetarians' Healthy Diet Book provides for the first time a clear guide on how to follow a sound, appetizing, and yet simply prepared vegetarian diet, to provide adequate nutrition for the whole family. This is done by a combination of authoritative nutritional advice and imaginative, simply prepared recipes from a master of the art of gourmet vegetarian eating. This book is also aimed at helping the snack eater who finds it hard to prepare himself a proper meal, because of the inconvenience of living among meat eaters.

There is a whole section devoted to pregnancy and lactation. Advice is given to the vegetarian mother on her dietary requirements and those for her vegetarian child. None need fear that they are jeopardising their own health or that of their child through giving up meat.

For quick easy reference on how to plan a nutritious meal, there are listed suggestions and food tables, plus rough food guides. Each recipe carries an analysis of the calorific, protein, fat, carbohydrate, and fibre content, to aid planning of properly balanced meals and sensible weight loss for any wanting to diet.

There is a chapter on cooking hints to allow you to get the best nutritionally from your diet as well as achieving better textures and flavours in your food. To conserve vitamins in vegetables, for instance, it is better to chop them up immediately before use, cook them in the minimum of water and serve them as soon as they are cooked.

The recipes are divided into

categories: soups, first courses, bean and grain dishes and so forth, and at the beginning of each chapter there is a short introduction explaining the best ways to approach those particular ingredients.

DOG TRAINING FOR LAW ENFORCEMENT, by R.S. Eden, 1985, 199pp., price not mentioned Detselig Enterprises Ltd., Calgary, Alberta.

This book is written with two purposes in mind. First, it is intended as a basic guideline for the law enforcement officer on the street who requires a partner he can depend on in any life-threatening situation. It is far from complete in this respect, but if followed step by step, the book will produce a team capable of handling most situations encountered in police work. Street survival situations are discussed to a limited extent, but because the book is also designed for use by the general public, such specialities as drug enforcement, explosives detection, hostage dogs and Emergency Response Team applications have not been included.

The second purpose of this book is to provide instruction for the general public on how to raise and train a dog to be both a reliable protector and a trustworthy companion. Goals for this type of training include personal protection by the use of gradually escalating threats to the offender and the use of direct attack if, and only if, it is absolutely required. However, this animal must also be a companion who is gentle with children of any age. He will respond instantly to softly-spoken commands in any situation and will be capable of living within the family unit without having to be constantly corrected. He will be loved for his dedication, will be a child's playmate, and will become the ultimate jogging companion.

TRADITIONS OF GREAT FRIENDSHIP, by Yevgeni Chelyshev and Alexei Litman, Radhuga Publishers, Moscow, 1985, 229pp, Rs 9.50

In today's tension-ridden world, a book which extols friendship between two nations which stands as an example of an abiding friendship and cooperation between all nations is welcome. The book is meaningfully called *Traditions of Great Friendship*, and portrays the great friendship between India and the Soviet Union. It discusses various writers, authors, leaders and scholars, both Indian and Russian, who in their writings and works have strengthened this bond of friendship and cooperation. India's culture and art fascinated the Russians and they have enriched their artistic scope; similarly Russian art, culture, writing and music have benefited the Indians.

The book is divided into two sections—the first section analyses the place of India in Russian writings and works of art, especially in pre-revolutionary Russia and even after that period. There are noteworthy Russian writers and artists whose names are still alive—names like Lenin, Tolstoy, Gorky, Scherbatsky and Roerich. In their works, the bond of friendship is strengthened and is made lasting.

The second section discusses Russian culture as seen in India and among the writings of some outstanding Indian authors. This section deals with personalities like Mahatma Gandhi, Jawaharlal Nehru, Tagore, Premchand and Radhakrishnan who in their writings have brought knowledge of Russian culture to the minds of the common man in India.

The task of the book may be "modest" but as Hiren Mukerjee says in his introduction, "it will help the peoples of our countries to get to know one another better and to

appraise more fully and more deeply, the contribution made by outstanding personalities in India and the Soviet Union and also by the numerous cultural figures in both countries to the further promotion of Indo-Soviet friendship and mutual understanding between our great peoples."

The book's lay-out and design are excellent and the translation from the original Russian into English has not affected its readability or coherence.

LEFTIST TERRORISM: ARE THE LEFTIST TERRORISTS REALLY LEFT? Viktor Vitiuk, Progress Publishers, 235, pp Rs 5.20.

Bakunin's children are too much with us. Those who hold that their own willingness to die is an adequate enough reason for the right of disregarding others' willingness to live. But modern terrorism is not just senseless destruction—it is a very practical enterprise.

Vitiuk, primarily motivated by the desire to disprove the very convenient and simplistic syllogism that "all terrorists are Reds and all Reds are terrorists", unmasks the allegedly revolutionary nature of advocates of "resolute action", thereby de-mythologising the pseudo-revolutionary romanticism of the "rebellious children" of the 20th century.

The basic task of terrorism, he tells us, is not to eliminate individuals, even high-ranking ones; it is to intimidate society. And as we have discovered to our own cost, terrorism alone may not be capable of achieving very much, yet it can be an instrument of much more powerful social forces and provoke serious social upheavals.

□□□

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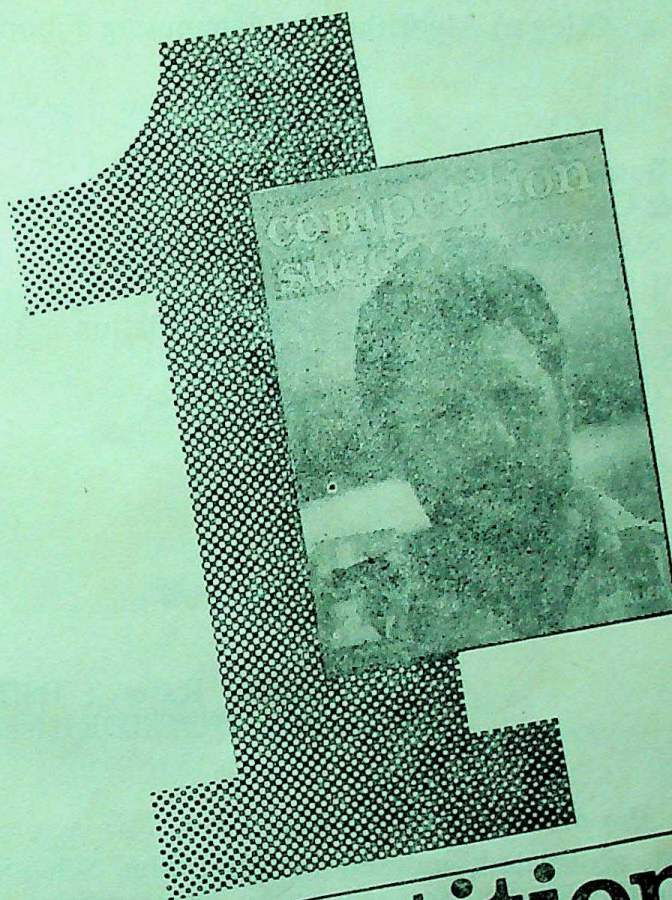
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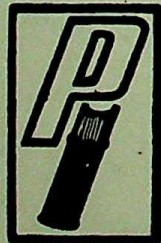
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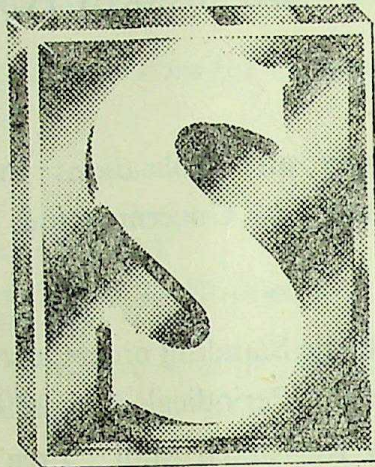
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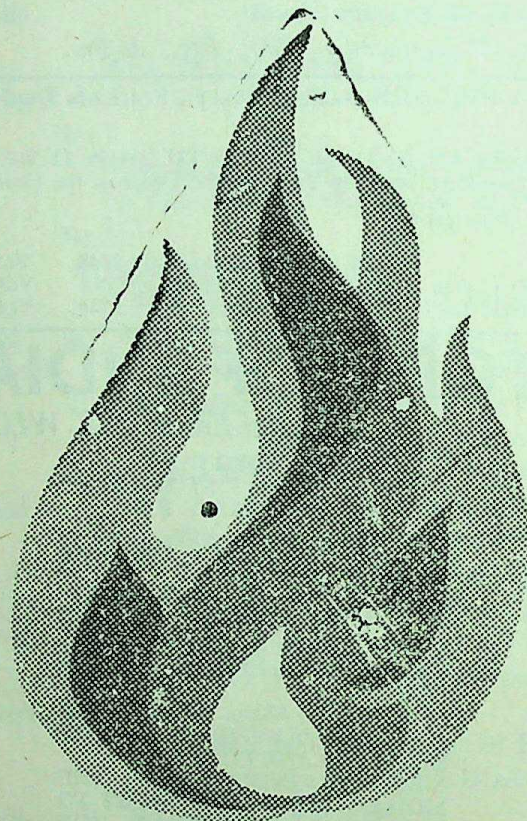


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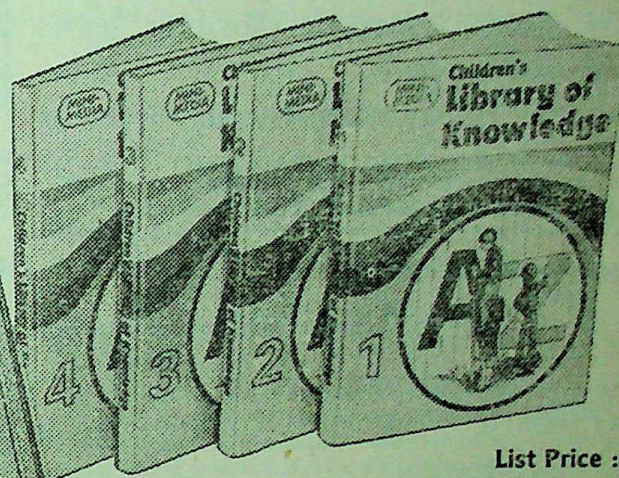
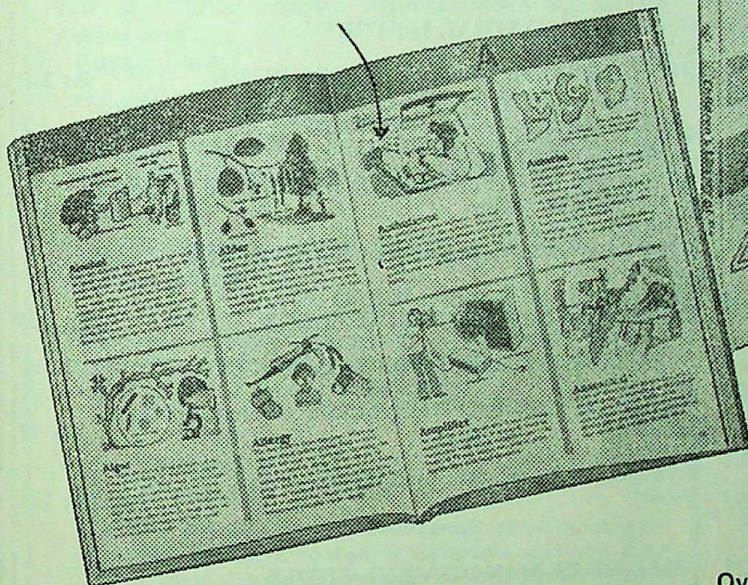
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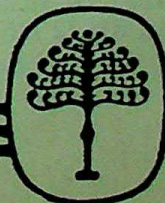
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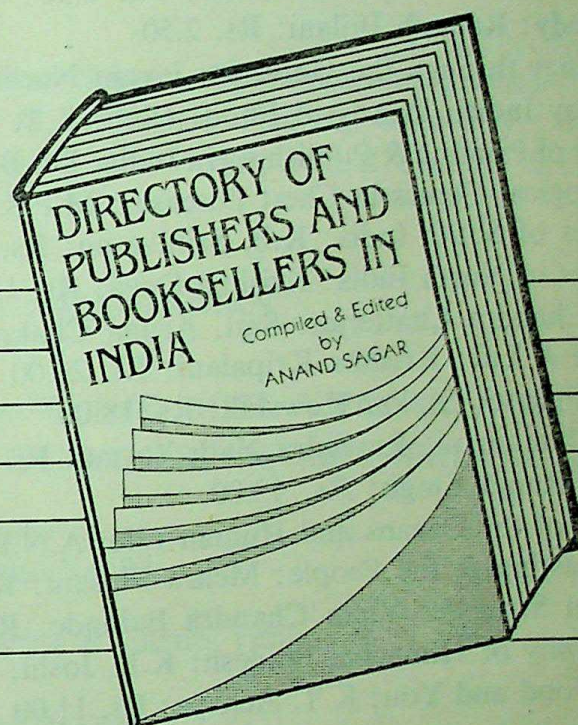
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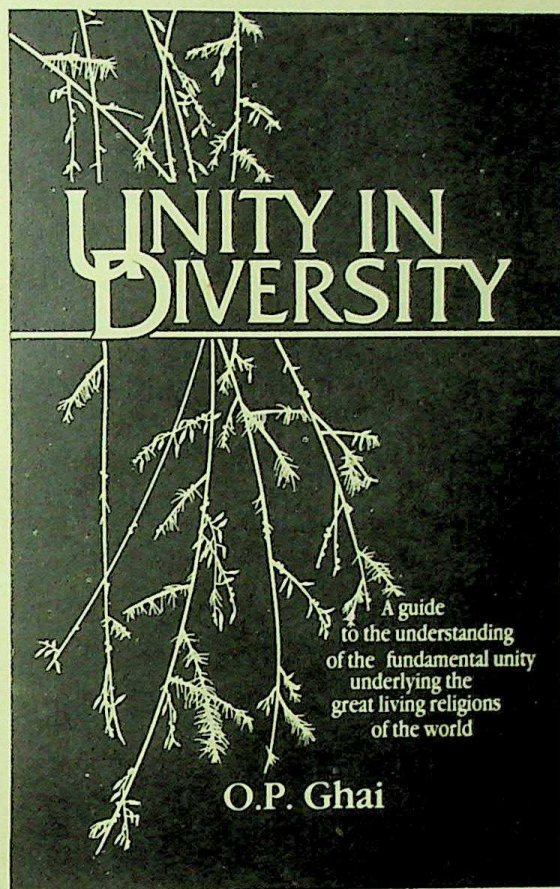
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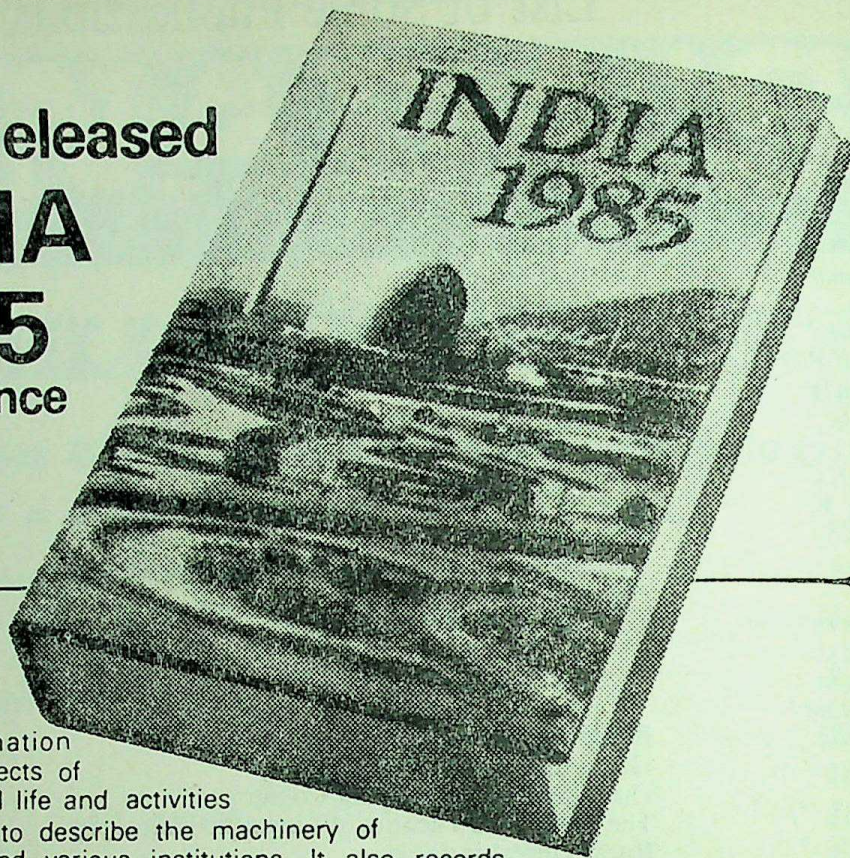
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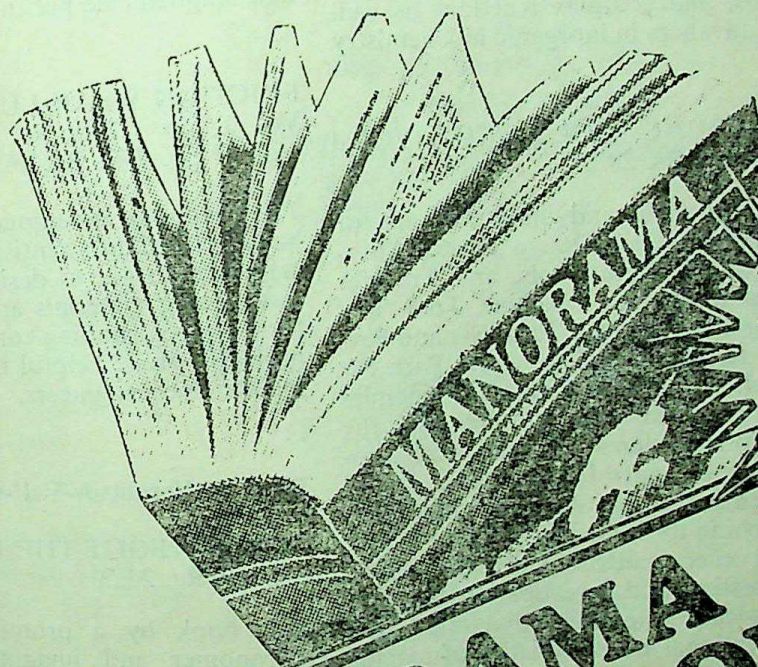
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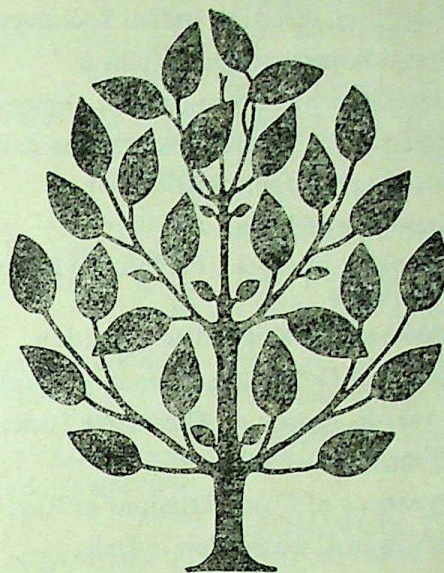
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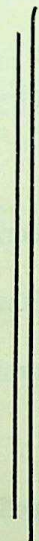
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The fabric of international relations is formed by what weaves between powers and space, through frontiers. Violence open or disguised is omnipresent here. Without neglecting the existence of regulating mechanisms (negotiations, arbitrations, etc.) and of certain forms of cooperation (in the international organisations, for example), Pierre-Marie Martin invites his reader not to be taken in: one no longer trifles with contemporary international relations. Even now, international environment has piled up in its store-rooms a substantial aspect destined to its self-destruction.

To observe that is not to aver oneself deliberately alarmist. It is on the contrary to incite the reader to lucidity. This book does not intend to pour on its users this sterilized knowledge. It has for ambition to be a point of departure towards other reflections.

Pierre-Marie Martin has taught at the Faculty of Law in Lille (1970-1973). At present he teaches at the Social Sciences University of Toulouse in France. He has published 'Le conflit israelo-arabe' as well as numerous works on public international law in specialized reviews.

Library Science

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Indian Academic Libraries and Dr S.R. Ranganathan

Ravindra Nath Sharma

1986, 282pp, Rs.150.00, 81 207 0153 4

This book deals with the development of academic libraries and higher education since 1800; and the contributions of Dr. Ranganathan to it. It tries to answer many important questions, such as: Why did academic libraries develop as they did and play an unimportant part in Indian higher education before 1921? What was Dr Ranganathan's influence on the academic libraries and how did he come to occupy such a unique position? Has the progress of academic libraries in India been adequate since independence? Are they still the weakest link in higher education and what are their problems?

Dr. Ravindra Nath Sharma obtained his B.A. (Hons.) and M.A. degrees in History from the University of Delhi, his Master's in Library Science from North Texas State University, and Ph.D. in Library Science and Higher Education from the State University of New York. He has been Director of the Beaver Campus Library of the Pennsylvania State University.

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Information Science: Principles & Practice

H. Bose

1986, 176pp, Rs.90.00, 81 207 0559 9

The book traces the origin and growth of information science. It discusses the theoretical and practical aspects of classification; information processing techniques; the manual method using uniterm indexing; methods employed for communication of information; process for integrating different activities into a smooth work flow; and computer and reprographic systems. It also presents a scenario of online searching as prevalent abroad and the present state of its development in India.

H. Bose is Information Scientist and Library Officer, Publication and Information Directorate, New Delhi.

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Panorama An Anthology of Modern Indian Short Stories

Edited by Mulk Raj Anand &
S Balu Rao

This Anthology of Modern Indian Short Stories, significantly called PANORAMA, which is being brought out on the occasion of the Frankfurt Book Fair : 1986, aims at giving a glimpse of the Indian genius in the field of the short fiction today. It consists of a story each from 21 writers in major Indian languages, all of whom are actively writing and belong to the mainstream in their languages.

Of the 21 writers represented here, 15 are recipients of the Sahitya Akademi Award and five have, in addition, won the Jnanpith Award - the two prestigious literary awards in the country.

The discerning reader will not fail to observe that a two-fold criterion has been at work in the selection of the stories in this volume: Firstly, per se, each story stands by itself as a work of art. Second, it essentially gives a feel of the Indian experience, thereby establishing the identity of Indianness in Indian literature.

The Anthology also fills a long-felt gap, for there has not been another of its kind for a long time now, compiled with an all-India perspective in terms of the panorama of languages and the experience it affords. The Anthology is also a proof that the short story in India continues to be a live and vibrant form, with a glorious past and an assured future.

PANORAMA has been jointly edited by Dr Mulk Raj Anand and S. Balu Rao.

Dr Anand who is a prolific writer started his career with his novel, 'Untouchable', in 1935, and is universally regarded as the Father of Indo-English Fiction. His most recent work is 'Bubble', the fourth in a projected seven-volume autobiographical novel.

Balu Rao is a poet and writer in English and his mother tongue, Kannada, and well-known among his works is the book of poems, 'The Still Small Voice'. He is with the Sahitya Akademi, New Delhi, since 1957, and is the Editor of their Bimonthly in English, Indian Literature.

Shadow of Dark God And The Sin

Indira Goswami

1986, 240pp, Rs.100.00, 81 85006 14 8

This short novel, set against the background of a remote *sattr* (monastery) of South Kamrup district in Assam, portrays the anguish of an issueless widow whose psyche is caught up in the Hindu tradition of continuation of one's family dynasty through the birth of a son. She is a Brahmin prostitute who, in spite of being immersed in the sin of selling her body, cannot shake off the centuries-old conviction that she belongs to a superior caste.

Shadow of Dark God and the Sin is based on the harrowing experiences of the author who spent nearly two years in one of the holiest places of India, Vrindaban. She depicts the wretched condition of refugee widows gathered there to live out their miserable lives. Many of them were thrown out of their families and had nowhere to go. They had drifted to Vrindaban. Some of them lost themselves in genuine religious fervour and earned their livelihood by singing *bhajans* in *ashramas* patronised by rich merchants. On festival days, drunken ruffians would misbehave with these old widows when they could not get younger women in their clutches.

Indira Goswami is a celebrity in modern Assamese literature. She was presented with the Sahitya Akademi Award for 1982 for her novel *Mamare Dhara Tarowal* (Rusted Sword). She has written twelve novels and more than one hundred short stories. At present, she is working as Reader in the Department of Modern Indian Languages of Delhi University.

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Outcast

A Novel

Romen Basu

1986, 224pp, Rs. 120.00, 81 207 0560 2

As a little boy, Sambal sees his father brutally assaulted at the hands of upper caste Hindus. A *Chandal* (the lowest of human beings according to Manu, the giver of Hindu law), his father had dared to climb the steps of the village temple to offer prayers to the Goddess Kali. He wanted to avenge himself against another untouchable, Haripada, who claimed to be superior to him in the hierarchy of the untouchables. Sambal grows up in the shadow of fear and hatred and resolves to fight the class and caste system that society has imposed upon him.

Outcast is a story of many tragedies. For Sambal breaks with Putki, Haripada's daughter, rather than his obsession to be revenged on an unjust society. Sambal and Putki have known and loved each other since childhood, but their heightened love through the growing years fails because she cannot persuade Sambal to be compassionate.

Besides being a tragic love story, *Outcast* is a portrait of discrimination based on caste – an antagonism not only between upper and lower castes, but also among fellow Harijans, as Mahatma Gandhi chose to call them.

Romen Basu, a prolific writer with seven novels and two volumes of short stories to his credit, has made a name for himself as one of the foremost Indo-Anglian writers today.

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The Road*Mulk Raj Anand*

Forthcoming

Mulk Raj Anand's *The Road* depicts the inhuman plight of untouchables and the downtrodden in Indian society. The author has a stricken and genuine feeling for the deprived. Written in the tradition of *Untouchable* and *Coolie*, *The Road* has epic dimensions and is one of Anand's most poignant novels. He believes that "creating literature is the true medium of humanism."

Mulk Raj Anand is noted for his compassion and humanism. According to him, "the novelist's task is that of an all-comprehending God, who understands every part of his creation, through pity, compassion or sympathy which is the only kind of catharsis possible in art."

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Till I Find Myself*Sunita Jain*

1986, 112pp, Rs.60.00, 81 207 0615 3

This is a collection of poems by one of the foremost women poets of India who, unlike many Indian writers in English whose imagery never quite integrates, combines a delicate control of language with powerful economy of statement and is refreshingly honest. She has found her own individual language and parameters. Her genuine utterances, always finely crafted, force you to see and feel with her. She evokes a lingering sensation, essentially of subdued emotion, realised within the norms of sanity.

Sunita Jain writes as a woman and not just as an individual. The focus on her womanhood places her in the tradition of other women poets like Sylvia Plath or Anne Sexton.

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yclones

anoj Das
rthcoming

yclones is part-parable, part realistic
ry of an Indian village and a wide
ge of people caught in the current of a
toric transition from subjection to
edom. The period is 1944-46 on the eve
India's independence. The centre of the
ting is a decaying feudal house that has
perienced a "cyclone" and that lies
ned, torn up by the roots.

experience and disillusionment that
dhir, the hero, passes through, reflect
disorders of the times. As he passes
ough them and the whole gamut of
lian life, from countryside to frenzied
y, he grows up.

e novel has an interesting range of
aracters from the traditional Roy Sahib
d his daughter Geeta, to the young
ople, children of "Sethji" who are the
right young things" of the late forties,
d very different in background and
itude to the more honourable Sudhir.
wever, his interaction with them and,
he passes through scenes of communal
bulence, with young and old Muslims,
th Christians, with opportunists and
litical suspects – not to mention a
nzied pre-partition mob – all help to
sh him closer towards maturity. Until
last, he understands that independence
plies responsibility, and responsibility,
willingness to sacrifice self.

anoj Das, recipient of the Sahitya
ademi Award, is a story-teller who has
rivals in the contemporary Indo-
glish world. Critics compare him to
Henry for his subtle humour and
derstanding of the human mind.

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Perceiving India
Through the Works of
Nirad C. Chaudhuri, R.K. Narayan
and Ved Mehta
David Scott Philip
1986, 192pp, Rs.100.00, 81 207 0582 3

This is an attempt at a normative history
of modern Indian intellectual life through
a close analysis of the writings of three of
its most influential authors. It examines
the psychological processes of
acculturation to an alien civilization and
sketches an evolutionary progression from
loss to recovery of self. Central to this
scheme is the idea that modernity involves
a particular cognitive style that differs
fundamentally from that which
predominates in traditional cultures. What
is identified as the modern cognitive style
is symptomatic of western man's dualistic
self. Chaudhuri perceives India according
to the categories of the Western
intellectual traditions.

It is this strain within contemporary
Indian life that leaves a certain percentage
of its intellectuals stranded "between
tradition and modernity". Narayan's
writing seems to reflect attitudes which
are typically Indian. There is a new note
of pride in being Indian coupled with a
disenchantment with western innovations.
Ved Mehta seems to represent a third
possibility and tends to indicate that the
polarization in Indian intellectual life may
be on the wane. At first, there is revulsion
at the features of India which so often
offend its western perceivers. But
gradually, there comes an accommodation
to things Indian.

David Scott Philip is an M.A. in
South Asian Studies. He is now interested
in the history of ideas and history of
science.

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Garcia Marquez and
Latin America

Alok Bhalla (ed.)
Forthcoming

Gabriel Garcia Marquez is one of the most
outstanding and fascinating literary figures
of the present times. He creates a world in
which the real and the fantastic merge, the
anachronistic and the contemporaneous
fuse or coexist a poetic transcription of
the reality of Latin America, where the
winds of modernity and technological
advances have not swept away the hard and
simple ways of living and the beliefs in
magic and miracles.

The book is a collection of 14 papers on
the life and work of Marquez presented at
an international seminar held at the
Central Institute of English and Foreign
Languages, Hyderabad, as a part of its
Silver Jubilee celebrations. The seminar,
the first of its kind in India, provided a
useful introduction both to the extravagant
richness of Latin American literature and
to the deep sorrow and torment of its
recent political and economic history.

Alok Bhalla teaches in the Department
of English Literature at the Central
Institute of English and Foreign
Languages, Hyderabad.

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Medicine/Palmistry

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Surgical Gastroenterology

J.D. WIG

1986, 272pp, Rs. 300.00, 81 85006 0 91

The book covers important topics in the field of Surgical Gastroenterology some of which are diagnostic problems and difficult to manage, like acute segmental enteritis, pancreatic abscess and gallbladder perforation. A simplified approach to complex problems of lower intestinal bleeding has been outlined. Problems in a patient who is going to have an 'ectopic anus' have been highlighted. The common complaint of these people with artificial anus is that they do not get much help from their doctors. An attempt has been made to discuss various interventional techniques in patients with life-threatening problems like obstructive jaundice and intra-abdominal abscess. The bibliography is up-to-date. The tables and illustrations are self-explanatory.

Dr. J.D. Wig (b. 1945) is an Assistant Professor in the Department of General Surgery, PGI, Chandigarh.

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Everybody's Guide to Palmistry

S.K. Das

1986, 266pp, Rs 125.00, 81 207 0149
54 full page plates

A product of the study, research and experiments by the author for about 25 years, the book unfolds the secrets of the science of palmistry, giving traditional and modern methods of hand-reading in capsule form. It is a guide to judging the human personality – its shortcomings and capabilities.

Sri Krishna Das a well-known writer on the occult sciences.

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Indian Political Studies

Gandhi and His Contemporaries

P.C. Roy Chaudhury
1985, 282pp. Rs. 125.00, 81 207 0115 1

Gandhi (1869-1948) dominated the Indian political scene for a long time eclipsing all other luminaries who came alongside him in the task of winning freedom from British domination. This carefully compiled volume acquaints the reader with great personalities like Azad, Tilak, Gokhale, Nehru, Tagore, Patel and many others who had the privilege of being with him. The vivid picture that emerges is one of stalwarts who contributed the best in them for the freedom of India.

P.C. Roy Chaudhury, during his thirty-nine years of service with the Bihar Government, re-wrote fifteen district gazetteers and the story of the 1857 movement in tribal areas. He was adviser to His Majesty's Government of Nepal, and the Governments of Orissa and Rajasthan on gazetteer work.

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The Mahatma and the Netaji: Two Men of Destiny of India

Samar Guha
1986, 260 pp. Rs. 125.00, 81 207 0156 9

Mahatma Gandhi and Netaji Subhas Chandra Bose were two men of destiny of modern India. It is generally said that Gandhi was a believer in non-violence and Bose in violence. This book makes an attempt to rediscover the basic nature of the political and ideological relations between the two.

Professor Samar Guha is a former Member of the Indian Parliament.

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Studies on Nehru

V.T. Patil (ed.)

Forthcoming

Jawaharlal Nehru was one of the giants of modern India, who left a lasting impact on the socio-economic and political forces of the day. He believed in democracy, individual freedom and socialism, was both a nationalist and an internationalist par excellence.

The research papers presented in this volume examine many aspects of Nehru's contribution before and after independence. Distinguished Indian and foreign scholars throw light on significant areas where he played a crucial role as a freedom fighter and as Prime Minister of independent India. Some papers deal with Nehru's ideas from the standpoint of developing conceptual categories or theoretical formulations while others use a different analytical framework to bring out boldly the inherent soundness of his ideas or the contradictions in his thought processes. The various contributors have analysed and interpreted different aspects of the Nehru phenomenon with academic objectivity which has helped considerably in the generation of new ideas and insights.

V.T. Patil, M.A., Ph.D., is Professor of Political Science and National Fellow, Karnatak University. He is the author of several books including 'Nehru and the Freedom Movement' and 'Studies on Gandhi'.

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Subhash Chandra Bose And Indian Nationalism

V.S. Patil

Forthcoming

This is a critical and exhaustive study of Subhash Chandra Bose's political ideas and contribution to Indian nationalism. His role in the national movement, with the country and abroad, is analysed in a historical and comparative perspective.

The book deals first with Bose's early life. His political emergence follows, and covers the most crucial period from 1911 to 1926. Bose's part in the national movement is split up into three phases covering his years in India, Europe and South-East Asia. His political ideas with reference to nationalism and socialism are discussed at length. Though Bose pleaded for a strong party and government and aligned himself with the fascist powers, V.S. Patil argues that he was still a democrat. In a final evaluation the author maintains that Bose succeeded in his mission, became a martyr and inspired Indian nationalists. His relations with Mahatma Gandhi and Jawaharlal Nehru are also described. This work could serve as textbook for students of modern Indian history and political thought.

V.S. Patil, B.A. (Hons.) M.A., Ph.D. is lecturer in Political Science, Karnatak University, Dharwad. He is the author of number of books and articles in English and Kannada and has participated in several national and international conferences.

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Gandhi And His Techniques Of Satyagraha

S.R. Bakshi

Forthcoming

Mahatma Gandhi was one of the great men of all times. His legacy consisted not of personal possessions, but of a dramatic life and penetrating ethical insights. A legend in the twentieth century, Gandhi was a tireless fighter for human rights and for Indian independence. His strategy of satyagraha or passive resistance, earned him the admiration of millions the world over.

S.R. Bakshi's selection of aspects of satyagraha is relevant. The footnotes at the end of each chapter, a comprehensive bibliography and glossary show industry and inspire confidence in the author's seriousness and the accuracy of his material. The selection of such areas as Khadi, Hindu-Muslim Unity and Untouchability is sound, well documented and will benefit overseas students of Gandhi and Gandhism. The chapter on Untouchability, particularly in Malabar, is a very competent contribution. Bakshi's grasp of the situation is thorough. This is a useful reference work, and, considering the widespread interest in Gandhi's life and work today, is an important addition to analytic writing for research students of all ages.

S.R. Bakshi, M.A., Ph.D., D. Litt., works in Nehru Memorial Museum and Library, New Delhi.

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Reference / Dictionaries

Encyclopaedia of Indian

Events and Dates

S.B. Bhattacharaji

1986, 468 pp, Rs. 250.00 81 207 0142 9

It is a compilation of important events in India. From 1424 BC to the end of the 17th century, it mostly covers historical events with references to matters concerning religion as well as the lives of luminaries. From the 18th century onwards, the book gradually embraces various aspects of national panorama like social reforms, legal aspects, politics, individuals, literature, education, sports, science, discoveries, inventions, industry, communication, cinema, etc. A number of anecdotes have been added to make it interesting reading.

Satya Bikash Bhattacharji (b. 1922) is a keen student of history and a member of the Institute of Marketing of the U.K.

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A Dictionary and Glossary of the Koran

John Penrice

1986, 176pp, Rs.125.00, 81 85006 16 4

Penrice's Dictionary, published almost a century ago has been found useful by students of the Koran. A clue of elucidation to the intricate passages of the Koran.

A Learner's English - Arabic Dictionary

F. Steingass

1986, 484pp, Rs. 100.00, 81 85006 10 5

Over 24000 words. Accurate and authoritative reference. Valuable to the layman, tourist and student.

A Learners's Arabic-English Dictionary

F. Steingass

1986, 1620pp, Rs.200.00, 81 85006 11 3

Over 47000 words. Accurate and authoritative reference. Valuable to the layment, tourist and student.

A Classical Dictionary of Hindu Mythology and Religion; Geography, History and Literature

John Dowson

Forthcoming

An endeavour has been made in this compilation to supply a long-felt need for a Hindu Classical Dictionary. Many years have gone into its preparation. There are references to Hindu mythology, religion, geography, history and literature. The book is derived from many rare publications by eminent scholars such as Dr. Muir, Professor H.H. Wilson, Dr. Fitz Edward Hall, Max Mueller, Roth, Bohthlingk, Lassen, Weber, Whitney and Wolheim da Fonseca among others. The chief geographical names of old writers their localities and identifications are described. There are also short descriptions of the most frequently mentioned Sanskrit books. John Dowson has worked diligently and carefully to produce a comprehensive dictionary, valuable for both scholars and lay readers.

John Dowson, MRAS, Professor of Hindustani, was an eminent scholar of Hindu Mythology, Religion and Literature. He can be ranked among the great European scholars of Indian Literature like Max Mueller, Weber, Roth and Lassen.

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Tibetan-English Dictionary

Sarat Chandra Das

1985 (reprint), 1353pp. Rs.150.00, 81 85006 06 7

Among the special and valuable features of this compact dictionary are: the meaning of each technical term is illustrated by extracts; exact references are provided from Sanskrit-Buddhist and Tibetan works; words of modern Tibetan are included.

Religion & Philosophy

The Buddha's System of Meditation (Phase I-VIII) in 4 Books

Ayodhya Prasad Pradhan

1986, 1692pp, Rs.1250, 81 207 0140 2

The system of meditation outlined in this book is based on the experiences of the Buddha himself, and his disciples as contained in Pali literature to which the author has had access. The Master eschewed the theoretical method of knowing the truth. The practical method he adopted was one of meditation and the insight based on it. It consists of progressive steps, stages, and courses of Dhammas claimed to have been discovered, practised, and taught by the Master. Evidently, this is a unique system.

Ayodhya Prasad Pradhan (b. 1904) is a well-known Nepalese Buddhist scholar of Pali language, scripture, philosophy and literature. He has participated in several Buddhist seminars and conferences.

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Unity in Diversity

O.P. Ghai (ed.)

1986, 134pp., Rs. 50.00, 81 207 0493
Every page illustrated

Mulk Raj Anand in a letter to the compiler says:

"By his patient labour in collecting, collating and bringing together the wisdom of the various religions, O.P. Ghai, the compiler of this anthology, has shown that the founding fathers of the faiths were not fanatics. Most of them emerged as opponents of barbarism and cruelty of their times, to reassert the truths which had often been debased, or fallen into disuse, or rejected by priests of one faith, merely because they were contained in the books of the other faith with which they were in competition.

Mr Ghai has followed the trend towards the freedom of men and women to think what they like. He is cannily aware that the perennial thoughts of the different faiths are similar though the words in which they are put are not the same."

O.P. Ghai is known for his speaking and communication abilities. He has travelled widely all over India and abroad and addressed seminars and conventions on educational and cultural themes. He has a rich experience of life and letters as a former teacher, writer and as founder editor of 'Life and Outlook' a journal devoted to successful living.

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Indonesian, Malaysian, Nepalese, Thai and all Indian languages.

Sociology/Wildlife

Introduction to Sociology and Social Psychology

Serge Albouy
Edited by S.L. Doshi
Forthcoming

Sociology and social psychology are sciences still in formation. However, in spite of a certain 'primitivism' resulting from the complexity of their aim and from the inevitably imperfect character of methods with which these set out, they clarify contemporary problems in a remarkable and indispensable manner.

This book presents in a brief and elementary form the basic ideas of sociology and social psychology. The first part locates these two closely related sciences with regard to other branches of knowledge, and the one with regard to the other in recounting their history, in deriving their likely aim, and in describing the methodological system with which they set out. This 'parallel' approach, however, breaks off here. For, in spite of the imprecision of their boundaries, these two disciplines are different and certain tensions and difficulties of communication between them can be observed occasionally. The sociological realities (part two) and the psycho-social realities (part three) are therefore dealt separately.

Serge Albouy teaches at the Toulouse University of Social Sciences in France. He is editor of 'Societas', series in social sciences published by Privat and of which this book forms a part.

India's Wildlife and Wildlife Reserves

B. Seshadri
1986, 248pp, Rs.120.00, 81 207 0529 7

Today there are well over two hundred wildlife reserves in India ranging in size from moderate expanses affording protection to a great variety of wildlife to minute enclaves for safeguarding nesting water birds or the tiny remnants of some species on the brink of oblivion. They extend north to south and west to east in a vast diversity of physical features and climate, providing habitat to a great assemblage of wildlife. They offer the people of all countries an opportunity of seeing this priceless national heritage of animal life in its natural surroundings.

Only a selection of the reserves are described in this book; the ones which contain a representative sample of the wildlife in their respective geographical regions, are reasonably easy of access, and offer at least basic facilities to visitors in regard to accommodation and viewing but one or two exceptions have been made.

B. Seshadri is a noted authority on the wildlife of India. His book, 'The Twilight of India's Wildlife' (1969) is now a classic work. He is a member of the Bombay Natural History Society, the Wildlife Preservation Society, and the Zoological Society of London.

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Carl Bridge
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NIRAD C.CHAUDHURI,
R.K.NARAYAN & VED MEHTA
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GUEST

EDITORIAL

India at Home in Frankfurt

For six days from 1 October, India will have its literary home at Frankfurt, as it has had its cultural home in New York and Paris recently, playing host to the world at large. The grand occasion will be provided by the 38th Frankfurt Book Fair where more than 80 Indian publishers are planning to project the changing image of the country and a review of its history, culture and tradition. This "Change in Continuity," the focal theme of the Fair, will be brought home to visitors from all parts of the world—professionals as well as laymen—through a series of book and photographic exhibitions, lectures and seminars, public readings by eminent authors, and retrospectives of Indian cinema and music.

The Fair authorities have arranged a display of 4,500 books in English and various Indian languages and 500 journals on various subjects published in India during the last five years. There will also be an exhibition of about 6,000 books on and about India, published in other countries.

As a curtain-raiser to the Fair, arrangements have been made to hold a symposium on "India—Change in Continuity" from 26 to 29 September to which 26 eminent

Indian writers have been invited. On 28 September, there will be a lecture on publishing and the book trade in India followed by an open discussion between Indian and German publishers and booksellers.

The importance India attaches to the Fair is obvious from the interest Prime Minister Rajiv Gandhi has shown in clearing the hurdles that could have stood in the way of effective Indian participation. The Fair has acquired added importance in view of its proposed inauguration by the Minister of Human Resource Development, Mr Narasimha Rao.

The significance of the Fair lies as much in the promotion of Indian literature and culture by publishers and booksellers as in the creation of a better understanding of the country and its people. Much success in this direction has already been achieved by the concerted efforts made by publishers and the Government of India. India, as a leader of the Non-aligned Movement and a spokesman of the Third World, is today a force to reckon with in international affairs. This has aroused a great deal of interest abroad in its economic, social and political development, leading to a growing demand for books on these subjects.

At the Fair, Indian publishers should be able to make friends and influence people to buy their books and also rights for their reproduction, translation, etc. While doing so, they should not forget the larger objective of the Fair, which is to create a greater awareness of the quality and uniqueness of Indian literature and culture, not only among the reading public but also among the people at large. The success of the Fair should be judged not merely by the orders booked for the purchase of Indian publications and their subsidiary rights but by the extent to which the wider objective is achieved.

Needless to say, promotion of Indian literature should not be restricted to the confines of the Fair itself. It is much more important that the possibilities afforded by this event are exploited over a longer period of time. India must continue to be a focus of the international book trade after the Fair comes to a close, opening up new perspectives and building new contacts and relationships not only between German publishers, booksellers and authors and their Indian counterparts but also with publishers and booksellers from all over the world who will be participating in this great event.

Narendra Kumar

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Indian Publishing : Yesterday, Today and Tomorrow

O.P. GHAI

India's Position in International Publishing

Indian publishing has come a long way since the independence of the country, attaining a stature of its own in Indian languages as well as in English. India today publishes as many as 15,000 titles in a year in English and various Indian languages. They cover a wide variety of subjects including highly specialised areas relating to scientific, technological and medical studies and research. The language-wise distribution of books published during 1983-84 is indicated in the Table given below.

BOOKS PUBLISHED IN INDIA 1983-84

Assamese	—	230
Bengali	—	1,288
English	—	5,560
Gujarati	—	500
Hindi	—	2,331
Kannada	—	NIL
Kashmiri	—	120
Malayalam	—	649
Marathi	—	1,341
Oriya	—	157
Punjabi	—	324
Sanskrit	—	143
Sindhi	—	31
Tamil	—	872
Telugu	—	354
Urdu	—	218
Other languages	—	84
Total		14,202

India thus enjoys a prominent place in the world of international publishing.

It ranks seventh in the world in terms of the number of titles published annually and third in terms of production of titles in English.

Indian Publishing Before and After Independence

This, indeed, is no minor achievement when viewed in the context of the fact that there was practically no national publishing activity prior to the attainment of independence by this country. Publishing in India at that time was limited in its scope and was controlled by a few large publishing concerns, many of whom were subsidiaries of foreign or multinational publishing houses, and they were mostly concerned with educational publishing.

The growth and development of national consciousness and the sustained and systematic struggle carried on by Indians for their country's freedom did contribute to publication of books on subjects of contemporary social and political interest and also some significant indigenous literature, particularly in Indian languages.

Book publishing, as an organised activity, however, commenced with the attainment of independence in 1947. It grew largely with the expansion of education at a phenomenal pace and the social and political upsurge in the country. For example, the total student population in the country has increased from 28 million in 1950-51 to 114 million in 1982-83. Students studying in schools

today number about 110 million and those studying in universities and other institutions of higher learning total nearly 4 million. They include a very large number of students pursuing scientific, technological and professional courses.

This has resulted in a tremendous increase in the demand for textbooks and other educational and scholarly books.

Publication of School Text-books

So far school textbooks are concerned, they are almost entirely published by public sector publishing agencies. The process of nationalisation of school textbooks by various states in the country began in 1942 and was completed in 1962. It is only in a few states that private publishing is permitted to operate in limited areas at secondary and higher secondary stages. A few elite schools in the country comprising 'public schools' and 'convents' prescribe books of their own choice and they are, by and large, supplied by private sector publishing.

It is, however, increasingly realised that the policy of nationalisation of school textbooks has outlived its utility and is now doing more harm than good to the country. It is harming the interests of children it is designed to serve. It has also dealt a severe blow to the development and progress of independent publishing industry. Implementation of the policy is dogged by the ills resulting

from bureaucratic handling of an educational programme. There is a general complaint that these books suffer from deficiencies in "presentation, printing and production". There is also delay in their publication and faulty distribution.

Most school books are not pre-tested. They are also not revised and updated regularly, and suffer from dull uniformity which is a result of sameness of approach.

The fact of there being no choice in the selection of books is, perhaps, the most deplorable drawback in the existing monopolistic setup. It is educationally unsound to prescribe for all students in a class a single textbook. The National Book Development Council, a Government-sponsored organisation, in its report on National Book Policy, submitted recently to the Government, has suggested that the "single textbook situation in regional languages in schools should be remedied" and that "multiple books for each level, both as textbooks and as supplementary readers, be produced so that the learning child is given the option to enhance the universe of discourse, as the same material presented in different ways enhances the coping ability of the child, to operate in the multilingual world. This would also help the child to become creative and innovative."

Need to Involve Private Publishers

Acceptance of this sound educational principle by the Government will place a still higher responsibility on the shoulders of those charged with the task of producing textbooks for children, particularly in view of the phenomenal increase expected in the number of children in the next few years. This stupendous task cannot be handled alone by the public sector publishing agencies. The National Book Development Council, in its report on National

Book Policy, has therefore recommended that "considering the enormity and complexity of the task (in pursuance of the new Education Policy and the National Book Policy) it is recommended that the publishers in the private sector may be associated to fill in the publishing gaps in book production, especially in remedying the single textbook situation....."

Publication of University Level Books

The other important component of educational publishing relates to the publication of books for those studying in colleges, universities, institutions of higher learning including those devoted to research. There cannot be two opinions about the need for a high standard of university level books and research publications as potent tools for enriching quality of life and developing human resources for meeting the educational, scientific and technological requirements of a developing country.

When India achieved independence in 1947, we were practically dependent upon the UK and the USA for meeting our requirements of books for higher education. This situation continued for quite sometime. The Indo-American Text Book Programme was introduced in 1961. A part of the PL-480 funds in Indian currency, accumulated by the Americans through the sale of food-grains to India, was earmarked for subsidising Indian reprints of American books to meet our requirements of university level books. Soon after this, the UK entered the Indian book market in a big way, flooding it with low-priced educational and technical books under its ELBS programme which was introduced in 1962.

According to the statistics available with the Ministry of Human Resource Development, the Americans subsidised reprinting of over 1,620 titles

while the British publishers furnished 720 titles for use by students in our colleges and universities.

Meanwhile, India had begun to realise the baneful effects of its continued dependence on books imported from the advanced countries. Continued import of these books was adversely affecting the growth of national authorship and inhibiting the development of indigenous industry. The Government, of late, has been, and wisely so, quite circumspect in approving books for import under the ELBS programme, and subsequently under the Indo-Soviet textbooks agreement. Even otherwise, the number of books, subsidised particularly by the USA and the UK, has fallen for various reasons.

Motivated by the desire to conserve foreign exchange and encourage indigenous authorship, the Government adopted certain important measures to discourage import of non-technical educational books into the country. It restricted the scope of import licences and at the same time launched a significant scheme for subsidising university level books written by Indian authors. Implementation of the scheme was entrusted to the National Book Trust, a public sector publishing organisation under the Government. The National Book Trust has subsidised 700 titles since the beginning of the scheme and various publishers have published 2.5 million copies of the subsidised titles.

Besides, quite a few universities in the country have set up their own publication bureaux or units which publish scholarly books meant for teaching and research in the universities. The UGC has also devised a scheme to promote indigenous authorship through offers of fellowships for preparation of manuscripts on approved subjects by college and university lecturers.

In order to promote publication of

university level books in Indian languages, the Government had 15 years ago sanctioned an amount of ten million rupees for each state for the production of university level books in their respective regional languages. The scheme unfortunately has not been able to achieve the desired results and is being reviewed.

In the meantime, some enterprising publishers took up the challenge and were able to produce a large number of scholarly books which not only compared favourably with imported books but, in view of our background and environment, were more relevant to the requirements of our students. The production of such books has increased progressively over the last few years and we are today almost self-sufficient so far as our requirements of books in various specialised areas at the under-graduate level and, to a large extent, at the post-graduate level, are concerned. We do, of course, need some books of foreign origin for highly specialised scientific and technical fields.

The publication of university level books in our country has reached a stage where we are in a position to export them to some of the developing countries in South and South-East Asia, the Middle East and to some African countries. Indian books are relevant to the requirements of those countries in the Third World where English is the medium of instruction for higher education. Our style of communication in English is appreciated more in these countries as almost all of us have learnt English as a foreign language.

Children's Books

Children's book publishing in India is in a distressing state, mainly because the cost of production is very high and there is lack of a potential market for children's literature primarily because of lack of the reading habit among children

and low purchasing power of the people in general. Publishing children's books involves extensive research of materials, visualisation of illustrations, preparation of lay-out, collection of colour transparencies and processing of materials for offset printing. The cost of production is so high that children's book publishing cannot become a viable proposition, unless the print order is in the range of 50,000 to 100,000 copies.

It is for these reasons that very few publishers in the country have accepted the challenging task of publishing children's books. Two of the important publishers of children's books in India are the National Book Trust and the Children's Book Trust. While the books published by the NBT are heavily subsidized by the Government, those brought out by the CBT are partially financed from the profits of their printing press which handles job works on commercial lines. It is against these large publishers that the private publishers of children's books have to compete.

Private publishers also face competition from a large number of imported books which, unlike other books, can be imported in large numbers without any restriction. These include many remaindered books, made frequently available by foreign countries to importers at even 80 per cent discount. Then there are countries who, motivated by their desire to win friends and influence people and also to spread their culture and way of life, publish highly attractive books in English and Indian regional languages and supply them for sale in our country at fairly low prices. There is thus justification for imposing some kind of restrictions on import of children's books from advanced countries.

Serious thought needs to be given to the contents of children's books. There is no doubt that books written for children should

emphasise the basic values of Indian culture and tradition and also inculcate in them love for their country and respect for the ideals of democracy and secularism. Further, there has been, during the past two decades, an explosion of knowledge in the spheres of science and technology. Remarkable progress has been made in space science, travel and communication media. It is proper that we bring out a large number of books on these subjects in simple and non-technical language. This would not only be in tune with the changing times, but also meet the growing demand of children in this country.

The basic problem faced by the children's book publishers, as explained earlier, is the high cost of production. To ensure wider dissemination of children's books in a country like India, reduction in the per unit cost of these books is the obvious pre-requisite. This can be achieved through substantial increases in the print-runs of books. One of the measures that can be profitably adopted for this purpose relates to co-publishing by several publishers who can join together to bring out co-editions of the same book in various Indian languages with the same art work and centralised printing of the illustrations.

Further, there is a strong case for simultaneous publication of books in English and a few Indian languages. Notwithstanding the additional expenses incurred on translation of text matter and its printing by letter press, the cost per copy of a book with a print-run of 5,000 in one language, i.e., English, could be reduced by 60 per cent if it was also simultaneously published in five regional languages with a print-run of 3,000 copies in each language.

There is also a need to establish and strengthen libraries of children's books in at least 50 per cent of the 50,000 primary schools located in

different parts of the country. The Government could stipulate that these schools should spend Rs. 150 every year on purchase of books for these libraries out of which not less than 50 per cent should be spent on books in regional languages. This would enable enterprising publishers to produce at reasonable cost books in English and regional languages with print-runs of 10,000 or more copies in each language.

Besides, the Governments, both at the centre and in the states, should themselves be able to buy a substantial number of children's books for strengthening the institutional, public and textbook libraries. This would also help in promoting the reading habit among children which constitutes an important objective of the various book development schemes of the Government.

There is also a need to make concerted efforts for sale of children's books. Apart from organising national and state level fairs and exhibitions of books, special corners should be reserved for them in all kinds of fairs and exhibitions. It is quite likely that adoption of unconventional means of publicity and marketing of children's books will help in boosting sales of books. Display and sale, particularly of attractive books, can be arranged at airports, railway stations, petrol pumps and places of historical and cultural interest, which are frequently visited by people from within and outside the country.

It is a matter of great satisfaction that the report on National Book Policy, submitted by the Book Development Council to the Government, has *inter-alia* recommended that a central agency be registered as a separate society to act as the nodal agency of the Ministry of Human Resource Development for children's literature. The agency should be made responsible for creating and

translating books, for monitoring, coordinating, planning and aiding publication of children's books in all languages of the country.

If we make concerted efforts to popularise children's literature, we can look forward to a much brighter future for children's books published in our country.

Export of Indian Books

In the field of exports we supplied books and periodicals worth about Rs. 22 million to various countries during 1975-1976. The value of exports increased to Rs. 150 million in 1982-83, Rs. 200 million in 1983-84 and is estimated to have gone up to Rs. 220 million in 1984-85. We export books to 80 countries, the largest buyers being the UK, the USA, Singapore, Malaysia, Sri Lanka, Bangladesh, Nepal and a good number of West Asian countries. While the developed countries mostly buy our books on Indology, Art and Culture, Yoga and on current topics of general interest, the developing countries import our books generally on scientific and technical subjects. The factors that have contributed to the substantial increase in our exports over the last decade can be briefly described as under:

1. As explained earlier, Indian books, particularly of university level, are relevant to the requirements of those countries in the Third World where English is the medium of instruction for higher education.

2. India, because of its rich cultural heritage, variety of religions, diversity of traditions and multiplicity of communities and languages, publishes books on a very large number of subjects catering to the interests and aptitudes of buyers in foreign countries.

3. India, as a leading member of the Non-Aligned world and sometimes as a spokesman of the Third World countries, has been playing an important role in discussions on the

political and economic affairs of the world. Consequently, there has been a growing keenness on the part of foreigners to learn more about the political, social, economic and educational conditions prevailing in this country.

4. Writings in the Indian regional languages have of late attained an originality and vitality of their own. Some of them can now be compared favourably to the creations of literary giants in the advanced countries. These books in the original or through translations are finding increasing markets in the world.

5. The comparatively low cost of Indian books has helped in promoting their sales, particularly in the developing countries. The recent improvement in their production values has further helped to boost their sales.

6. The increasing participation of Indian publishers through official agencies, and also in their individual capacity, in international book fairs and exhibitions has contributed to the increased sale of their publications.

7. India has also established a national agency known as CAPEXIL (Chemicals & Allied Products Export Promotion Council) with the sole objective of promoting export of Indian products, including books. The council, through adoption of various measures including provision of subsidies for participation in international book fairs and undertaking business trips abroad, has made a sizable material contribution towards promoting export of books.

The initiative and exceptional enterprise shown by some prominent publishing houses and distributors have also opened up fresh avenues and new markets for dissemination of Indian publications.

The progress achieved by Indian publishers in the field of exports over a period of ten to fifteen years is

undoubtedly remarkable but even now the total volume of our exports is only .5 per cent of the total value of exports achieved by other countries like the UK, the USA, West Germany, etc. We however possess the necessary potential and we need to make concerted efforts to achieve its full exploitation.

So far as the editorial standard and production of books are concerned, we have made sufficient improvement in them and they now compare favourably with books produced anywhere in the world.

Public Sector Publishing

As in other industries, in publishing also we follow a system of mixed economy. There are at the all-India level a few very important publishing agencies in the public sector. Among the biggest are the NCERT, NBT, Publications Division, Sahitya Akademi, Department of Publications of the Ministry of Works and Housing, Indian Council of Agricultural Research, etc., Universities and other learned institutions have also their own independent publication units. Similar organisations operate at the state level.

The NCERT and similar organisations at the state level are primarily concerned with the publication of school textbooks, and supplementary reading materials.

The National Book Trust was set up in 1957 as an autonomous organisation with the objective of producing and encouraging production of good reading material at moderate prices and fostering book mindedness among the people. The NBT's publishing programme covers books on history, geography, culture, biographies of eminent Indians, creative works and especially multi-coloured books for children.

Besides, the NBT organises a New Delhi World Book Fair and a National Book Fair in alternate years.

The Trust also organises book exhibitions, fairs on regional and even at district levels and represents the country at major international book fairs held abroad. It also organises, periodically, seminars, workshops, etc., on subjects of interest to those concerned with books.

In the three decades of its existence, the Sahitya Akademi has published 1,212 titles in 24 languages. As on March 31, 1984, the Akademi had printed 22,98,498 copies of books in 24 languages.

The Publications Division of the Ministry of Information and Broadcasting is one of the country's largest publishing and bookselling enterprises. Set up in 1941, it brings out and markets books and periodicals in all the major Indian languages, besides English. More than 6,000 titles have been published so far on subjects like art and culture, travel and tourism, speeches of national leaders, biographies of great sons of India, etc.

Amendment of Indian Copyright Act

It seems relevant to mention here that quite a few of our educational books have been printed by some unscrupulous traders in our own country and also at some notorious centres of piracy in our neighbourhood. We feel quite concerned about it. Our country, happily, has recently enacted an important legislation to fight this menace. According to a new provision in our Copyright Act, any infringement of the Copyright Act has been made a cognizable offence punishable with imprisonment for a period of not less than six months but which may extend to three years and a fine which shall not be less than Rs. 50,000 but which may, in certain circumstances, extend to three lakhs.

This should help in safeguarding the interests of authors and also those

of publishers and thereby contribute towards the well-being of the publishing industry.

Publishers' and Booksellers' Organisations

There are a number of organisations of publishers and booksellers functioning in the states and at the central level. Practically all of them have been set up to protect and promote the interests that they represent. The Federation of Indian Publishers, the Federation of Publishers and Booksellers Associations in India, and the Akhil Bhartiya Hindi Prakashak Sangh are the major all-India bodies, with headquarters in Delhi. The Ministry of Human Resource Development, the National Book Trust, and other similar Government and semi-government agencies seek the advice, assistance and cooperation of these organisations in the planning and implementation of their programmes and projects. All these organisations have done really useful work in representing and projecting the viewpoint of the book industry and trade and have thereby made a substantial contribution towards their progress and development.

The FIP is, of course, the main representative body of publishers in English and other Indian languages. It is the only organisation recognized by the International Publishers Association to which it is affiliated.

Training Facilities for Book Publishing

While in terms of number of publishing units and number of titles produced annually, India stands quite high among book publishing countries, the book industry has always lacked trained personnel which has stood in the way of its healthy expansion and raising the level of its editorial and production standards across the board.

At present, there are very few institutions which impart regular

training in publishing. The part-time (evening) post-graduate course in publishing, conducted by the College of Vocational Studies, University of Delhi, and a wide-spectrum correspondence course in book publishing run by the Bhartiya Vidya Bhavan, Bombay, a voluntary organisation, can be mentioned in this connection.

Besides, for many years now, book industry and trade organisations, either with assistance from the Ministry of Education, or on their own, have organized short-term courses on specific topics and often with a wide coverage of subject areas. Very seldom, however, was an attempt made to work out intensive courses on clearly defined, specific topics by a series of lectures with a systematic sequence and coverage.

We in India therefore need to have regular, job-oriented facilities for training and research in various aspects of printing and publishing techniques. For purposes of research, we also need to collect basic data as to how many book publishers—active publishers—there are in the country, what their general profile is, how much they publish, what kind of material they publish, the number of copies produced of the titles they issue, their financial structure, their turnover, etc.

It is time that the NBDC or the Federation of Indian Publishers or some voluntary agencies took up this work on a top priority basis.

Handicaps of Private Publishing Industry

It would be relevant to mention here certain important factors that continue to prove a drag on the onward march of the publishing industry in India.

The publishing industry in the private sector has been deprived of a sound financial base as a result of denial of the right of producing school textbooks which account for over 70% of the book trade in India and a turnover of approximately Rs. 100 crores. Because of the phenomenal increase in the prices of indigenous paper, it has been faced with an extremely difficult situation. Publishing has also not been recognised as an industry in India and the publishers are not entitled to credit facilities from banks, which do not consider books as sufficient collateral security.

Far more serious than all these handicaps is the unhealthy competition they have to face from those unscrupulous merchant importers who obtain obsolete remaindered books from countries like the USA and the UK at throwaway prices and sell them to libraries and other buyers at an exorbitant margin of profit. Incidentally, under the Government's Open General Licence policy, a large number of educational books can be imported by the traders and they manage to exploit and misuse this concession for importing books which are no longer usable in the countries of their origin.

Future of the Publishing Industry

Despite all these handicaps, the Indian book industry can look forward to a reasonably bright future. The second most populous country in the world has no option but to step up production of books, more so in the field of textual literature, with the Government's new educational policy giving overriding priority to the universalisation of primary education and educating the vast mass of illiterates over a short period of time. Not only that. There are firm indications that the new challenges that the policy would pose in the matter of producing textbooks and supplementary reading material for students and new learners would have to be faced jointly by the public sector publishing agencies and the publishers in the private sector. The vast potential for disseminating Indian books, including a good percentage of children's and university level books, to the countries of the Third World, including our neighbours—Bangladesh, Burma, Sri Lanka, Nepal and Pakistan—points to the same direction.

The working group set up to provide the guidelines for a National Book Policy has strongly recommended the establishment of a Book Finance Corporation to extend credit facilities to the publishers. This group has also supported measures to discourage the import of obsolete books in the country.

There is reason to hope that these recommendations will materially contribute towards bettering the prospects of publishing in India.

Sterling Authors at the Frankfurt Book Fair

- Mulk Raj Anand (English)*
- Thakazi S. Pillai (Malayalam)*
- Ms Kamala Das (Malayalam)*
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If you want to meet any one of them, please get in touch with Mr. O.P. GHAI, Chairman, Sterling Publishers (P) Ltd., at Stall 7.0B 705 in Hall 7 at the Frankfurt Book Fair.

Export of Indian Books: Future Trends and Perspective

C.M. CHAWLA



C.M. Chawla is Chairman of the Chemicals and Allied Products Export Promotion Council

With the growth of the publishing industry in India, exports of books have gone up manifold. From a mere Rs. 330 lakhs in 1976-77 book exports have risen to Rs 2,400 lakhs in 1985-86. The present level of exports is quite commendable considering the international competition, stringent export requirements, paucity of funds, and several other

constraints. One cannot help feeling that growth in books exports would have been much more impressive had appropriate and timely support and encouragement been forthcoming from Government.

The following region-wise statistics of exports of books and publications from India will indicate the trend of exports to various countries:

Region	(Rs in lakhs)			
	1982-83	1983-84	1984-85	1985 (Apr - Dec.)
East Asia	355.0	587.0	645.0	297.0
West Asia	420.0	730.0	700.0	455.0
Africa	353.0	172.0	176.0	95.0
East Europe	3.0	18.0	20.0	18.0
West Europe	111.0	244.0	340.0	160.0
USA, Canada & Latin American countries	230.0	228.0	275.0	155.0
Australia	28.0	21.0	44.0	18.0
	1,500.0		2,200.0	1,198.0

It will be observed that besides the USA and West Europe, West Asian and East Asian countries in Africa are the major markets, and that exports to East European countries are negligible.

There are at present 15,000 publishers in India, 75 per cent of whom are small and only 2 per cent are large. Every year, between them, they publish 20,000 new books and new editions on various subjects. Further, while around 45% of the titles published are in English, the

remaining are in Indian languages. It is well known that India is among the first 10 countries in the world in book production, and ranks third after the USA and the UK in the production of English language books. However, India's share in the world trade of books—dominated by the British and the American publishers—is negligible. This is due to the fact that whereas publishing houses in the UK and the USA are equipped to operate in the international market, most of the publishers in India lack financial and

managerial resources to function in the overseas market.

Despite the limitations under which the Indian publishing industry has had to operate, dogged efforts have been made to explore and find export markets. While there is a marked demand for books on Indian philosophy, religion, fine arts, culture, history, archaeology, and natural sciences in the developed countries of the West, Japan and Australia, Indian textbooks on Science, Medicine, Engineering, Technology, Commerce and Business Management have a good market in West Asia, Africa and the East Asian countries. Children's literature has a dependable market in Singapore, Malaysia, Fiji, Mauritius, and the Middle East countries. Again, while in countries where Indians are settled in large numbers, books in Hindi, Bengali, Punjabi, Gujarati and Tamil are in great demand, in neighbouring countries like Bangladesh, Burma, Nepal, Sri Lanka and Pakistan too the Indian books command a lucrative market. The popularity of Indian books is attributable to their being easily understandable to readers in developing countries, as also because they are comparatively cheap. It will be pertinent to add that the potential for marketing of Indian books, especially in neighbouring countries, stands only partly tapped at present.

Among the factors responsible for the phenomenal increase in the exports of Indian books over the years is the systematic manner in which Indian publishers and distributors have been promoting the sale of books abroad (their representatives travel extensively in various countries to establish contacts with trade and institutional customers, and help make special arrangements with distributors and booksellers there for stocking and selling Indian books). A special cell set up by the Chemicals and Allied Products Export Promotion Council

(CAPEXIL) helps Indian book exporters in dealing with their problems and facilitates their export activities. Again, the National Book Trust, India, has been playing an important role inasmuch as they have been helping Indian publishers and distributors to participate in various international book fairs including such events as are held at Frankfurt, London, Cairo, Singapore, Moscow, etc. Regular and increasing participation by India in these fairs has considerably helped project Indian books and build up their sales in overseas markets.

Several Handicaps

The publishing industry in India suffers from various problems, namely, inadequacy of finance, inability to employ trained and competent workers and organise independent markets. Again, the book trade has certain peculiar characteristics which make it different from normal exports, and is handicapped in many ways. First, unlike other industries, publishing houses do not get bank finance against stocks of books. Secondly, it is seldom that export of books takes place against letters of credit or advance payments. Thirdly, Indian publishers cannot avail themselves of the opportunities obtaining in many markets of long-term credit without the active support of the Exim Bank which is not easily available.

There is no gainsaying the fact that an impressive demand has already been created for Indian books and publications which keeps on growing steadily. However, the present level of exports of books and publications is not commensurate with the existing export potential due to various constraints. Considering that books and publications have been identified by the Government as a thrust commodity for export promotion, and that it would be desirable at this stage of time to represent to them for

necessary assistance/facilities needed for export promotion in a comprehensive manner, and not piecemeal, the Chemicals and Allied Products Export Promotion Council recently prepared a 15-year perspective export development plan of books and publications which envisages an export potential of Rs 100 crores by the end of the current decade and Rs 500 crores by 2000 AD.

The areas identified by the Council where action is called for to boost the export of books include commodity credits, covering of books and publications in all bilateral trade agreements, extension/liberalisation of marketing, developing assistance for export promotional activities and overseas publicity campaigns, creation of a separate export finance corporation, better promotional arrangements abroad and import of duty free paper and printing machinery.

The Council has identified many countries in Africa, including Nigeria, Sudan, Uganda, Tanzania, Kenya, Zambia and Ghana, which 'offer excellent opportunities for increase in export of books and publications'. The Council is of the view that although India is in a position to increase exports of books and publications manifold, exporters are not able to achieve a real breakthrough because of the foreign exchange difficulties faced by these countries. Following are some of the countries where exports can be increased substantially if financial assistance is given to the extent mentioned below against each country:

	(Rs. in lakhs)
Nigeria :	1,000
Yemen (YAR) :	200
Sudan :	100
Uganda :	200
Tanzania :	100
Ghana :	50
Kenya :	50
Zambia :	50

It has been pointed out that publishers from developed countries are better placed in offering liberal credit facilities and also benefit from the aid provided by their governments for educational programmes in developing countries.

Urging extension of soft loan facilities by Exim Bank, the Council felt that non-inclusion of books and publications in the Exim list was not based on adequate appreciation of the issues involved and that the Government must treat books and publications on a different footing and encourage their exports by giving liberal credits to the exporters.

To face competition from developed countries, concessional finance should be provided by the Government to the publishing industry. A separate books export finance corporation should be set up to make available necessary funds at a concessional rate of interest.

Referring to the necessity of overseas book promotion centres, the Council has recommended opening of book promotion centres on the model of the British Council and the USIS in important countries/regions like the USA and the UK, Africa, West Asia and South-East Asia, with a view to increasing export of books and publications in a big way. The proposed centres, the Council has suggested, could serve as a link between buyers and sellers: to collect

and disperse market intelligence, to provide a centralised forum to Indian book exporters and to organise participation in book fairs/exhibitions and, in general, contribute to export promotion of books and publications in every conceivable manner.

As to export incentives, there is a strong case for enhancement of Cash Compensatory Support (CCS) benefits particularly because promoting the sale of books (every single title is a distinct product and has to be promoted separately in the overseas market) involves very high costs.

In order that the Indian publishing industry makes further headway in the international market, greater emphasis will have to be laid on the quality of printing and binding of books. However, the Indian printers are not able to instal the latest machines because of their prohibitive landed cost. The Council has identified a number of printing and binding machines whose imports should be allowed duty-free to raise the book production standards to international level. Further, it is made out that cash compensatory support on a par with books and publications will help the printing industry to modernise printing technology and tap the vast potential that job printing offers, as has been the case with the printing industry in Singapore and Hongkong.

Paper is a crucial input on which hinges the performance of the publisher-exporter. It is an admitted fact that the indigenous paper is poor in quality, besides being very costly. However, import of paper in India attracts heavy customs duty. In order that Indian exporters of books and publications are not out-priced in the world market, the Council has rightly suggested duty-free import of quality printing paper and its distribution through a government agency like the Hindustan Paper Corporation.

A very significant and sizeable demand has already been created in many countries of the world (India is now exporting books, including journals and periodicals, to over 80 countries) through dogged perseverance on our part. Efforts continue not only to sustain it but make it grow further. However, keeping in view that we are on the threshold of a new era and have to contribute our share to a speedy transformation of things, a leap forward in our exports, in terms of both quality and quantity, has to be achieved in a comparatively short period of time. We earnestly hope that the Government will extend all possible help by way of removal of constraints and provision of necessary facilities so that we do not feel handicapped in our efforts to reach the targeted figure of Rs 500 crores by 2000 AD.

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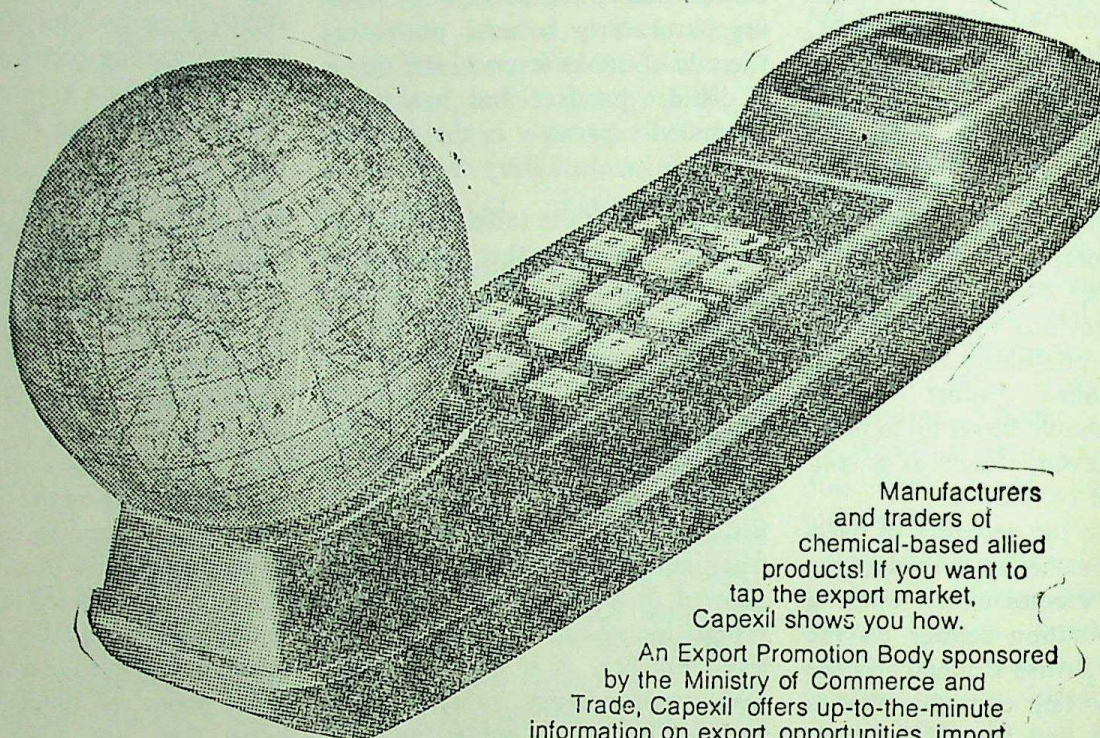
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The Book in India : A Change in Continuity

ABUL HASAN

Book publishing in India has come a long way both in content and in physical get-up. There is a steady improvement in editorial standards of Indian books and Indian printing has also made considerable headway in quality as well as speed. Having broken away from the traditional perimeters, the Indian book industry is producing today books on almost every discipline.

Ironical though it may appear, book publishing was started in India by foreign agencies. Printing came to India along with the Christian missionaries in Goa in the second half of the sixteenth century. The first proper book printed in India was the Portuguese Catechism *Doctrina Christaa* in 1557. This was followed by a first non-religious text, again in Portuguese, in 1563, said to be the first great work by a European on Indian botany and medicine. In Indian languages, Tamil took the lead in which translations of some religious texts were published in the last quarter of the sixteenth century. Printing then gradually spread to other centres and the earliest printing presses were established in Bombay in 1674, in Tranquebar, Madras, in 1712 and in Hooghly, Bengal, in 1778.

Book publishing remained mainly religious in content until the close of the eighteenth century. It emerged as a commercial activity in the nineteenth century when it received a two-fold impetus: (i) as the educational system was standardised after the colonial government's acceptance of Macaulay's report on education, there was need for books to meet the requirements of the new educational

system, and (ii) as the Indian renaissance gained roots, especially in Bengal, publishing began to assume its rightful role in the country's intellectual life. A sizeable educated middle class soon appeared on the scene, which was both a contributor to and a consumer of the Indian book publishing industry. A network of booksellers also started emerging with the establishment of a modern book shop in Calcutta in 1830. Most of the booksellers, however, subsisted through selling imported books and magazines. The colonial government was not keen on the growth of indigenous publishing. The limited requirements of educational books and books for general reading were met by the British-owned subsidiaries. It redounds to the credit of some local publishers that in spite of stiff competition from the strongly entrenched foreign interests, they were able to produce several series of textbooks well adapted for Indian students and got them approved by the powers that be.

Post-Independence Publishing

In 1947, when the country attained political freedom, literacy was as low as 15 per cent, education was confined mainly to liberal arts and the book needs were met largely from foreign sources. At the school level, the process of what is known as nationalisation of textbooks got accelerated and the State Governments charged with the responsibility of compulsory primary education and adult literacy had to involve themselves directly with the publication of educational books with a view to



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Mr. Hasan has organised, addressed or directed many training courses and seminars on book publishing and book promotion. At the regional and international levels, he has represented India at several meetings and conferences on book development.

Mr. Hasan is a prolific writer. He has published six books and over 100 articles on book development in the Indian and overseas press.

combining high quality with low prices, so that essential reading material of the requisite quality was within the reach of the average pupil.

Within three and a half decades after independence, the literacy rate was more than doubled (from 16.7% to 36.2%) and public expenditure on education increased from Rs. 550 million in 1947 to Rs. 51,860 million in 1983. The number of educational institutions rose from 1,65,000 to 7,88,000 and the student population swelled from 15 million to 120 million during the corresponding years. Educational explosion on the one hand and cultural renaissance on the other generated a great thirst for knowledge and information and created an enormous demand for books. With the establishment of technical and scientific institutions of higher level in all parts of the country, whose intake capacity expanded over the years from 6,610 to 118,792, there was also an unprecedented demand for university level books in science and technology.

A large number of private publishing houses appeared all over the country in the fifties and the sixties to meet its growing book needs. For historical and other reasons, foreign books continued to dominate the higher levels of education particularly in scientific and technical disciplines. A new feature of this period was proliferation of American textbooks and a programme of Indo-American collaboration for university level books which led to the setting up of many subsidiaries of U.S. publishing houses in India.

In order to make standard university books and reference material of foreign origin available to Indian students at low prices, the Ministry of Education entered into reprint/translation agreements with the governments of the UK, the USA and the USSR separately. So far about 700 British, 1,600 American and 400 Soviet titles have been covered under

these bilateral programmes. Government also launched a programme of subsidising indigenous university level books so as to avoid unfair competition which an Indian book without subsidy would have encountered with foreign low-priced editions. Apart from bringing expensive books within the reach of an average Indian student, most of these subsidy schemes also benefited the private publishers in India.

A Stab at Figures

In terms of number of titles produced annually, India is among the ten largest book producing countries in the world. The number of titles received by the National Library, Calcutta, under the Delivery of Books Act in 1982-83 was 16,650. As the following table will indicate, India has held this position for a pretty long period, the highest figure being for the year 1975-76:

Annual Book Production in India

Year	Number of titles produced
1971-72	17,557
1972-73	17,020
1973-74	17,600
1974-75	16,192
1975-76	21,957
1976-77	21,922
1977-78	19,659
1978-79	18,584
1979-80	16,466
1980-81	17,168
1981-82	16,798
1982-83	16,650

These figures are an underestimate, since the information about many titles does not reach the compilers of the National Bibliography. Even if India's average annual output is taken as 25,000 titles, the figure will not be so impressive in relation to the size of the population or the print-run. Having nearly 15 per cent of the world's population, India accounts for barely 3 per cent of the world's book titles.

Again, the subject-wise classifica-

tion of titles indicates that although India produces books on a variety of disciplines, the largest percentage (over one-third) consists of Literature, followed by Politics and Economics (about 18%), while Natural Sciences account for over 5% and Medical Sciences and Technology about 2% each. Textbooks apart, the average print-run is between 1,000-2,000 copies. Some years ago, a popular Hindi novel ran into a record edition of 50,000 copies. But this was an exception rather than the rule.

Language-wise Break-up

As for the languages in which books are produced, the largest number of titles continue to be in English. According to the language break-up for 1982-83, English accounts for about 35% of the titles produced, followed by Hindi (17%), Marathi (7.5%), Tamil (7%), Telugu and Bengali (6% each) and so on. The following table indicates the language-wise production for 1982-83:

Book Production - Language-wise (1982-83)

Language of Publication	Number of titles
Assamese	350
Bengali	1,032
English	5,856
Gujarati	708
Hindi	2,811
Kannada	417
Malayalam	607
Marathi	1,246
Oriya	611
Punjabi	308
Sanskrit	97
Tamil	1,152
Telugu	1,030
Urdu	300
Other Languages	110
Total:	16,650

India is the third largest producer of books in English. For historical

and economic reasons, English is still at a premium compared to Indian languages. It is the language of the elite with a strong educational background, who can also afford to buy books and is therefore a safe market for publishers. Books in English are generally superior in get-up and, despite a wider market and larger print-runs, have a higher price level than the books in Indian languages. They cover mostly scientific and technical disciplines and social sciences, while Indian languages have active written expression mostly in literature, religion and cultural commentary. The language publishers, essentially booksellers, are not so well-organised and have meagre technical and financial resources. They are often entrenched into the vicious circle of high production costs, low production standards and limited sales. The English language book publishing industry in India is dominant because English is still the major language of all India communication and higher level national and international scholarship.

Publishing Houses

Publishing in India began mostly as a by-product of book selling and printing activities. To begin with, book selling was confined to a large extent to imported reading materials which were required specially in large towns where the first Indian universities were established, viz., Calcutta, Bombay, Madras, and Allahabad. Publishing received its first impetus in these towns.

Since independence, a large number of booksellers and publishers have shifted their operations to New Delhi, the capital of independent India and a seat of increasing number of universities, research institutes and their large funding bodies. Today, New Delhi is the country's most active publishing centre.

According to an old estimate, there are about 11,200 publishers in India including about 1,300 author-publishers. Besides, nearly 1,000 government organisations and other semi-Government/autonomous bodies are publishing books. However, a recent survey of the Indian book industry reveals that there are about 3,000 *active* publishers. Of these, about 100 large firms publish 50 or more titles a year; about 200 medium publishers 10 to 49 titles and 2,700 small publishers less than 10 titles a year.

While the school textbooks are more or less nationalised and managed by the State Governments/ Union Territory Administrations, the university level books continue to be dominated by the private sector. A survey of the tertiary level books published in India since 1965 in all languages and disciplines was carried out some time back to identify the gaps that had to be filled up in indigenous books. A reference collection of these titles is being maintained by Raja Rammohun Roy National Educational Resources Centre, New Delhi, for the benefit of Indian students, scholars and publishers. The centre brings out up-to-date supplements of these titles periodically, arranges on-the-spot evaluation of these books and organises their exhibitions at the university campuses.

University Level Books

In order to bring the prices of university level books within the reach of an average Indian reader, the Government has launched a programme of subsidising indigenous university level books both in Indian languages and in English. The subsidy programme for State language books is being implemented mainly through the State Governments which have set up their own textbook production agencies with

substantial financial assistance from the Centre. So far more than 6,000 books have been published under this programme, nearly one-fourth of which are translations.

A Government subsidy scheme for university level books in English and Hindi is operated by the National Book Trust, New Delhi. The Trust also operates a scheme of producing subsidised core books (e.g. on medical subjects) for use throughout the country. The NBT subsidy ensures a square deal to the author and a break-even point to the publisher when about one-third of the print-run is sold.

Imports and Exports

In keeping with the spirit of free flow of information and knowledge, India has always had a liberal book import policy. There has never been any censorship or customs duty on the import of books. With effect from 1977-78 the import of educational, scientific and technical books was brought on the Open General Licence, while other categories of publications such as fiction and children's books were subject to licensing which again was not too rigid. It is estimated that more than 75% of the imports are from British or American publishers or their subsidiaries. In order to encourage re-printing/translation rather than imports the import policy does not allow, without government's specific permission, the import of more than 1,000 copies of a single title by a single importer during a financial year. Re-export of books imported is also prohibited, so also the import of unauthorised editions of foreign reprints. Import of publications containing pornographic material or depicting sex, violence, etc., is also not allowed. The following table indicates the value of international

trade in books and publications from 1971-72 to 1982-83:

**International Trade in Books
(1971-72 to 1982-83)**

Year	Value of import of books, journals etc. (excluding post parcels (Rs. in millions)	Value of export of books, journals etc. (Rs. in millions)
1971-72	52.68	11.83
1972-73	54.19	12.07
1973-74	80.70	16.35
1974-75	101.10	23.50
1975-76	114.40	27.90
1976-77	90.00	33.00
1977-78	137.29	54.20
1978-79	149.26	64.60
1979-80	168.27	65.00
1980-81	144.30	80.00
1981-82	162.00	100.00
1982-83	170.00	150.00

In the matter of exports, Indian books reach out to more than 80 countries of the world and the value of export of publications has increased from Rs. 11.8 million in 1971-72 to Rs. 150 million in 1982-83 (the export figure for 1983-84 was Rs. 200 million). The largest buyers of our books are the UK, the USA and West Germany where these books are widespread among individuals concerned with South Asia. Neighbouring countries like Bangladesh, Nepal, Singapore and Malaysia and those which have populations of Indian origin also account for substantial imports of books and magazines from India. While there has been a visible change in the attitude towards our books abroad, the impression still persists in many quarters in the West that there is need to turn to Indian books only for what used to be called "orientalia"—books on India's classical heritage, its religion and its philosophy and, at the most, on its history and languages, perhaps an occasional book on its tribes and

its people or on Yoga, palmistry or astrology; hardly ever for books on the contemporary scene. Indian publishing is still very active in these traditional fields. But it has much more to offer, particularly to the English-knowing reader.

An important field of activity is the reprinting by a number of Indian reprint houses of some of the classics of 'Indology' by Indian and foreign authors—notably British and German—which have long been out of print. These are usually brought out in facsimile editions and are meeting the needs of libraries and individual scholars in both India and abroad.

A substantial amount of Indian fiction is now being published in English—much of it originally written in that language and some of it translated from outstanding creations in Indian languages. Some contemporary Indian authors are also being published in English abroad, but a number of equally talented writers have so far been published only in India.

India has always been on the world's tourist itinerary. Today's tourists are eager to have literature giving them the background of what they are going to see or giving them a deeper understanding of the places they have seen and the people they have met. There is a growing number of publications in English on India's historical monuments, Indian history, music, dancing and painting.

India is increasingly producing books on developmental studies particularly in social and economic planning, international studies and relations especially of neighbouring countries and of west, south and south-east Asia, and on researches and re-examination of its history and the freedom movement.

The phenomenal increase in our exports has been due largely to the export promotion efforts and incentives provided by government, e.g., import replenishment licences, excise duty drawbacks, cash subsidy,

market development grants and facilities provided by Capexil through its books panel. Today India participates throughout the National Book Trust in almost all important international book fairs held in Frankfurt, Moscow, London, Singapore, etc., besides organising special exhibitions and fairs of Indian books in several countries in cooperation with the Indian Missions abroad. The NBT has itself a programme of hosting World Book Fairs in New Delhi on a biennial basis, the latest being the 7th World Book Fair held in February, 1986*. A number of market surveys have been undertaken and publications brought out to boost the export of Indian books. With India adopting the ISBN system, the export of books from India is bound to have a shot in the arm.

Copyright

India has a domestic copyright law and the Indian Copyright Act of 1957 protects original literary, dramatic, musical and artistic works, cinematographic films and gramophone records. The general term of copyright is for the lifetime of the author and a period of 50 years after his death. A Copyright Board has been constituted under the Act which resolves disputes regarding copyright and royalty matters.

The Indian Copyright Act has been amended twice recently. The first amendment was made in 1983 with the main objective of meeting India's educational requirements and making foreign books available at reasonable prices. The other objectives were safeguarding authors' rights and removing administrative drawbacks.

Although India is a signatory to both the international copyright conventions, viz., the Berne Convention for the protection of literary and artistic works of WIPO and the Universal Copyright Convention of Unesco, it could not avail itself of the 1971 Paris revision that provides for certain facilities to the developing

* The 8th New Delhi Fair is slated from 5 to 15 February, 1988.

countries. The 1983 amendment enables the Government of India under certain conditions to grant compulsory licences for translation and reproduction of works of foreign origin required for purposes of teaching, scholarship and research and for systematic instructional activities. As regards safeguarding authors' rights, the amendment provides that the Copyright Board will decide disputes arising out of the manner of assignments of copyright from authors to publishers. The Board has been authorised even to give permission to the owner of the copyright to revoke its assignment if its terms are harsh to him or if the publisher unduly delays the publication of the work or the payment of any royalty due to the owner.

Close on the heels of the first amendment, the second amendment to the Indian Copyright Act was introduced in 1984 with the main objective of curbing piracy. Owing to the rapid advancement of technology, the problem of piracy of books and other materials came to light at both national and international forums. The main feature of the 1984 amendment was to increase the punishment for copyright infringement and enhance penalty particularly on second and subsequent convictions. Thus, instead of the punishment on the first conviction being imprisonment for a term extending to one year, or with a fine or with both, the punishment has now been increased to a period of imprisonment for not less than six months and up to three years and to a fine of not less than Rs. 50,000 and up to Rs. 2,00,000. In other words, it is now mandatory to impose a minimum imprisonment of six months and a minimum fine of Rs. 50,000 at the time of first conviction.

The 1984 amendment also declares piracy a cognizable and no-bailable offence which means that any police officer not below the rank of a Sub-Inspector may seize without a

Magistrate's warrant all copies of the work and all plates used for the purpose of making infringing copies. Another provision made in this amendment is to declare the offence of infringement of copyright as an economic offence so that the period of limitation provided in the law will not be applicable to this offence. It is to be hoped that these amendments will curb piracy and help our writers, publishers and readers.

Public Sector Publishing

Apart from publishing nationalised text-books at the school level, a major contribution of government is to provide funds or subsidies for the publication of research monographs and scholarly material for which the private sector will have neither the resources nor an adequate margin of profit to provide any incentives. Yet, these publications are an essential requisite to expedite the developmental process in our country.

Besides educational and research materials, the public sector brings out informative literature on government policy and programmes. These publications are not merely restricted to statistics and reporting about developments and current problems, but extend to imparting to the citizens and to the world outside a genuine understanding about India—the land and the people, its art and architecture, history and culture, philosophy and traditions, politics and economics. A case in point is the Publication Division of the Ministry of Information and Broadcasting, which is the largest publishing wing in the public sector. The National Book Trust is another important public sector publishing house which was set up with the dual objective of producing good reading material at a low cost and promoting book-mindedness among the people.

In this connection mention should also be made of the valuable contribution made by the Sahitya Akademi

to the promotion of creative literature in Indian languages. Apart from its excellent literary publications, the Akademi every year gives cash awards to outstanding authors of literary works in Indian languages. There are many other semi-government or autonomous publishing organisations which along with the government publishing houses are really engaged in those ventures which fulfill a national need. They add volume and variety to the Indian publishing scene. Most of their publications are slow-moving by nature and many of them are not commercially viable, and would not, in any case, have been undertaken by private sector publishers.

No less significant is the role of government as promoter of books. Book publishing is a complex industry, the development of whose infrastructure depends upon government support in a variety of ways. The revival of the National Book Development Council has no doubt revived hopes for the promotion of the Indian book industry on sound lines. Apart from other vital problems of the book industry being tackled by the Council a national book policy has been formulated in consultation with book experts and educationists to serve the interests of all the components of the Indian book industry and trade including the readers.

Book Policy and Plan

The National Book Policy has been conceived as an integral part of the National Education Policy and the National Communication Policy. The Book Policy makes wide-ranging recommendations relating to, *inter alia*, production of quality literature at all levels of education, particularly in Indian languages, provision of equal opportunities in the matter of accessibility to books, promotion of the reading habit specially among children, removal of constraints in

the development of indigenous authorship and provision of adequate infrastructural facilities for book production and distribution including imports and exports. The document on the Book Policy is under government's active consideration.

A Working Group set up by government for Book Promotion and Copyright in the Seventh Five-Year Plan (1985-86 to 1989-90) has also made far-reaching recommendations that will cost the exchequer Rs. 300 million during the Plan period. The new schemes suggested by the Working Group include the setting up of a National Publishing House for simultaneous publication of outstanding books in various Indian languages, publication of classics for the common man at nominal prices, compilation of a national encyclopaedia of knowledge and establishment of vital organisations such as a Society of Authors and Composers, an Institute of Training and Research in Publishing, a Book Finance Corporation, and a National Museum of Books.

Despite the rapid strides made by the electronic media, the book continues to be, at least in India, the most effective and economic instrument of education and communication. Indeed, the increasing use of radio and TV will lead, as it has done in other countries, to an increase in the demand for books. There is bound to be a growing market for Indian books both at home and abroad. In a country of 750 million people, more than half of whom are still illiterate, there is obviously a promising scenario for book publishers. The task is as challenging as it is rewarding and the Indian publishers, known for their sagacity and enterprise, will no doubt stand up to it.

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Pannalal Patel : Jnanpith Laureate

The advent of Pannalal Patel, recipient of the 21st Jnanpith Award, on the Gujarati literary scene more than forty years ago was hailed as a miracle for he had hardly any educational background worth the name and yet his mastery over the language was superb. Born on May 7, 1912, in Mandali, a village situated on the border of Gujarat and Rajasthan, he had a very chequered career in his early years. He did not go beyond the fifth standard at school and even today, unlike most other eminent Indian writers, he has no access to English or any other literature except through Gujarati translations.

After leaving school he led for some years a vagabondish romantic existence with a sadhu with whom he had run away from home. Whether he learnt any divinity from him is not known, but he certainly learnt a great deal about life through his wanderings in villages. Then one day he accidentally met his old school chum, another Jnanpith laureate, Uma Shankar Joshi, who turned him towards writing.

A Great Work

After some initial disappointments, Pannalal Patel's short story *Shethni Sharada* (Goddess Sharada of Shethni) (1936) was accepted for publication in a front-rank literary magazine and was widely noted in literary circles. After some more short stories came a short novel, *Valamana* (Seeing Off) in 1940 and was considered as the best story of the year. Next year (1941) appeared a masterpiece, *Malela Jeev* (Entwined Souls), which is a tragic love story of Kanji and Jeevi,



the two characters created with such penetrating insight that they became household names in Gujarati homes.

Six years later (1947) came his great work, *Manavini Bhavai*, which critics and scholars compared to the great Gujarati classic, *Saraswati-chandra*, by Goverdhanram. *Manavini Bhavai* is a novel of great power and intensity. It is a masterpiece of dialectical writing subtly depicting the Indian rural saga with all the realism that confronts the famine within and without. The title is very significant.

Bhavai is a form of folk-drama of Gujarat with a history of more than

350 years. Taking a clue from this word, the agricultural community of Gujarat is fond of describing farming characteristically as man's 'bhavai' as it is solely dependent upon the vagaries of nature. It is a love story, an unfulfilled love, full of tragic import, against the background of hopes and anxieties of a rural community, social mores, superstitions, petty jealousies and conspiracies, occasions of heroism and magnanimity, and a terrible famine tearing asunder all the values of human life and bonds of kinship.

But it is much more than that. It
(Continued on page 170)

The Jnanpith Award and the Winners

The annual Jnanpith Award of Rs. 1.50 lakhs has come to acquire an unparalleled status in Indian literature. This is the only award given for the best creative literary writing by an Indian citizen in any one of the 15 languages mentioned in the Eighth Schedule to the Indian Constitution.

The Award has gone to the various languages as follows: Four times each to Hindi and Kannada, thrice to Bengali and Malayalam and once each to Assamese, Gujarati

Marathi, Oriya, Tamil, Telugu and Urdu (on two occasions the Award was shared by two writers).

The responsibility of the selection for the Award is discharged exclusively by a Selection Board which, though originally set up by the Jnanpith, now fills its own vacancies. It is composed of eminent persons known for their high standing in literary circles and a high sense of objectivity. Mr. P.V. Narasimha Rao is the Chairman of the Selection Board at present.

The Award has been sponsored by the Jnanpith, one of the foremost literary and cultural organisations of the country, set up in 1944 by the late Mr. Shati Prasad Jain and his illustrious wife, the late Mrs. Rama Jain, with the twin object of conducting researches to bring out ancient works of knowledge and to encourage contemporary literature in modern Indian languages. At present Mr. Shriyans Prasad Jain is President of the Bharatiya Jnanpith and Mr. Ashok Jain its Managing Trustee.



G. SHANKAR
KURUP
(1901-78)

Recipient of the 1965-year Award for *Ottakkuzhal* (Malayalam), the best creative Indian work of 1920-1958.



TARASANKAR
BANDYOPADHYAYA
(1898-1971)

Recipient of the 1966-year Award for *Gandevata* (Bangla), the best creative Indian work of 1925-1959.



K.V. PUTTAPPA
(1904)

The co-recipient of the 1967-year Award for *Shri Ramayana Darshanam* (Kannada), one of the two creative Indian works of 1935-60.



UMASHANKAR
JOSHI (1911)

The co-recipient of the 1967-year Award for *Nisheeth* (Gujarati), one of the two best creative Indian works of 1935-60.



GOPINATH MOHANTY (1914)
The co-recipient of the 1973-year Award for *Mati-Matal* (Oriya), one of the two best creative Indian works of 1962-66.



V.S. KHANDEKAR (1898-1976)
Recipient of the 1974-year Award for *Yayati* (Marathi), the best creative Indian work of 1958-67.

The Jnanpith Laureates



P.V. AKILANDAM (1923)

Recipient of the 1975-year Award for *Chitthirappavai* (Tamil), the best creative Indian work of 1959-68.



ASHAPURNA DEVI (1909)

Recipient of the 1976-year Award for *Prathama Pratishruti* (Bangla), the best creative Indian work of 1960-69.



K. SIVARAMA KARANTH (1902)

Recipient of the 1977-year Award for *Mukajjiya Kanasugalu* (Kannada), the best creative Indian work of 1961-70.



AJNEYA (1911)

Recipient of the 1978-year Award for *Kitni Navon Men Kitni Bar* (Hindi), the best creative Indian work of 1962-71.



SUMITRANANDAN PANT
(1900-77)

Recipient of the 1968-year Award for *Chidambara* (Hindi), the best creative Indian work of 1945-61.



FIRAQ GORAKHPURI (1896-1983)

Recipient of the 1969-year Award for *Gul-e-naghma* (Urdu), the best creative Indian work of 1950-62.



VISHWANATHA
SATYANARAYANA
(1893-1976)

Recipient of the 1970-year Award for *Ramayana Kalpavrikshamu* (Telugu), the best creative Indian work of 1955-63.



BISHNU DEY (1909-83)

Recipient of the 1971-year Award for *Smriti Satta Bhavishyat* (Bangla), the best creative Indian work of 1960-64.



RAMDHARI SINGH DINKAR
(1908-74)

Recipient of the 1972-year Award for *Urvashi* (Hindi), the best creative Indian work of 1961-65.

**D.R. BENDRE (1896-1983)**

The co-recipient of the 1973-year Award for *Naku Thanthi* (Kannada), one of the two best creative Indian works of 1962-66.

**B.K. BHATTACHARYA (1924)**

Recipient of the 1979-year Award for *Mrityunjaya* (Assamese), the best creative Indian work of 1963-72.

**S.K. POTTEKKATT (1913)**

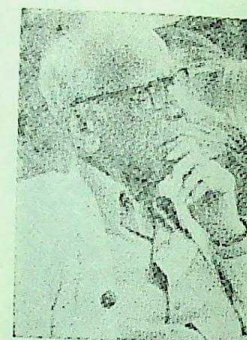
Recipient of the 1980-year Award for *Oru Desattinte Katha* (Malayalam), the best creative Indian work of 1964-73.

**AMRITA PRITAM (1919)**

Recipient of the 1981-year Award for *Kagaz Te Canvas* (Punjabi), the best creative Indian work of 1965-74.

**MAHADEVI VARMA (1907)**

Recipient of the 1982-year Award for *Yama and Deepashikha* (Hindi), the best creative Indian work, during pre-1977 period.

**MASTIVENKATESH IYANGAR (1891)**

Recipient of the 1983-year Award for outstanding contribution to Indian literature (Kannada) during pre-1978 period.

Continued from page 167

portrays the indomitable spirit of Man, which in the face of any calamity never says die. Kalu, the main character, is the symbol of the dignity of Man against the heaviest of odds.

Pannalal conceived this great work as the first part of a trilogy; the two subsequent volumes were *Bhangyana Bheru* (1957) and *Ghammar Valonu* (1968). The trilogy captures a profile of man which has a universal appeal. Its total effect is that of the passing away of a civilization with a throbbing vitality, which may be occasionally crude and repulsive in its expression but is always powerful in the elemental strength of its passions.

Pannalal is a great stylist. The

PANNALAL PATEL

strength of his style lies in the use of a dialect rich in its nuances of meaning and its varied music expressing the poetry of rural life in all its aspects, fine and grotesque, a poetry so arresting in its evocation of the elemental passions of the human heart that it occasionally makes moral judgement of those passions almost irrelevant. The dramatic import of the utterances of many untutored characters drawn from the neglected corners of humanity is often pregnant with philosophic suggestions without impairing the basic beauty of the story. Pannalal's identification with the total environ and his masterly narrative suffused with poetry, his keen insight into the characters and

behaviour of the persons depicted and his consummate art of story telling have all been combined to add new dimensions to the fictional art.

In recent years Pannalal has written novels based on Mahabharata, Ramayana, Bhagwat and other Puranas. He is absorbed in finding out the relevance of ancient Indian culture in the modern context. His most popular recent work is *Parthne Kaho Chadave Bann* (5 vols), which is a story of the major incidents of the Mahabharata.

Pannalal has not yet given rest to his pen. He has to his credit 30 novels, 27 collections of short stories, five plays and some books for children.

Federation of Indian Publishers : Past, Present and Future

H. L. LUTHRA

Book publishing, as an organised activity in India, commenced soon after the achievement of independence in 1947. In the initial years of its growth, the publishing industry was beset with a number of problems which called for concerted efforts for their solution. There did exist in certain states some kind of associations to sort out their problems but the leading publishers and booksellers in the country felt that there was also need for a central agency which could coordinate the efforts of regional associations and protect and promote their interests at the national level. The leading publishers and booksellers accordingly set up in 1953 a Federation of Publishers and Booksellers Associations in India.

The Federation during the early years of its history was headed by eminent persons drawn from the book industry and trade and it made its presence felt in concerned quarters in Ministries and semi-Government organisations. With the passage of time, however, the publishing community realised that its objectives and interests were at times at variance with those of the booksellers. On some important issues, they differed in approach and emphasis. The publishing industry felt the need for a different organisation for effective promotion and protection of its interests and for a new platform from where the publishers could project their views on problems of vital interest and concern to them. Accordingly, some prominent publishers from all over the country

gathered together and decided to form a separate organisation of their own. This marked the birth of the Federation of Indian Publishers in 1973.

Today, the Federation of Indian Publishers is a powerful organisation, with its constituent members drawn from all over the country. Almost all leading publishers are direct members of the Federation, including publishers in English and various Indian languages. Publishers who are not direct members are represented by local associations and by the Federation's regional offices, located in Bombay, Calcutta, Madras and Bangalore.

The Federation has distinguished itself in encouraging the rapid up-grading of book production in the country by involving publishers in seminars, workshops and training courses. To date, it has organised over three dozen such meetings to discuss matters relating to all aspects of publishing. These included Educational Publishing in India, Paper Crisis, Marketing and Dissemination of Books, Copyright, Piracy, Sale of Subsidiary Rights, Financial Management in Publishing Houses, Computerisation, Book Publishing and Educational Policy. Some of these seminars, workshops, and training courses were organised in collaboration with sister organisations of publishers from foreign countries, including the Association of American Publishers and the Publishers' Association of London. They were attended by a large number

of foreign delegates, including many from the developing countries. Quite a few of these seminars were financially assisted by the Government of India.

The Federation also rendered active assistance and cooperation to international publishers' organisations like STM and IASP, in organising seminars in India.

The Federation issues regularly Research and Development circulars which have brought publishers and prospective buyers together and have kept publishers abreast of latest technical and marketing developments. In a similar way, the FIP Newsletter informs its members about what's what and who's who and who's doing what in publishing and related areas.

The Federation effectively serves the cause of Indian publishing by sponsoring and supporting proposals and projects designed to benefit the publishing industry and the market it serves in India. This it does by acting as an interface for the publishing industry with the Ministries of Human Resource Development, Finance, Commerce, Defence, the National Book Trust and other Government departments and agencies.

The Federation's advice, cooperation and assistance on matters of mutual assistance has always been sought by the Ministry of Human Resource Development, the National Book Trust, and other organisations and agencies in India and abroad concerned with the publishing industry.

try, the promotion of books, and the cause of education and literacy. The Federation has also been represented on various bodies and committees of a number of national and international organisations pursuing similar or allied objectives. These include the UNESCO-WIPO joint service concerning matters of Copyright, NBT, CAPEXIL, Indian Institute of Mass Communication, Indian Standards Institute, College of Vocational Studies, Delhi University, etc., and a large number of ad-hoc committees dealing with issues relating to book promotion and development set up by the Government, semi-government and private organisations.

The Federation is the only Indian organisation of publishers affiliated to the International Publishers Association and is represented on its International Committee and Executive Committee.

For many years the Federation has been holding receptions, get-together, luncheon meetings, etc., to facilitate informal exchange of views with international delegations and Indian groups and individuals to promote a better understanding and appreciation of each other's point of view.

Over the years, the Federation has established, developed and strengthened bilateral relations with sister organisations in foreign countries with a view to exchanging experiences and promoting books of each other's country. The annual meetings of the Indo-Soviet Working Group, held alternately in India and the Soviet Union since its establishment 6 years ago and periodical meetings with the American Publishers' Association and the Publishers Association, London, and the visits of FIP delegations to the UK, the USA, France, China and of delegations from these and other countries to India, are eloquent testimony to the success of the Federation's efforts in this direction. The Federation has also established contacts with pub-

lishing bodies in the Federal Republic of Germany, the German Democratic Republic, Yugoslavia and Bulgaria.

In order to promote production standards of books published in India, the Federation holds annually an all-India Competition for Excellence in Book Production, which is open to publishers of books in English and all other Indian languages. The Competition held in 1986 was the 12th in the series.

The publishing industry in India has had its teething troubles, but unfortunately some of them have proved to be of a chronic nature. The Government monopoly over publication of school text-books, the rapidly rising cost of paper, the import of obsolete books of foreign origin known as 'remainders' by unscrupulous traders, lack of adequate finance, and inadequate provision of funds for the development of libraries are the problems seriously inhibiting the growth of healthy and vibrant publishing in India. The Federation since its inception has been grappling with these problems. The success of the Federation's efforts can be gauged from the fact that there has been a growing consciousness of these problems among the general public. So much so that the National Book Development Council, which has recently finalised its report on the National Book Policy after holding wide-ranging discussions with the concerned individuals and agencies from all over the country, has more or less agreed with the Federation's point of view on most of the issues dealt with in the report.

This is an achievement of which the Federation of Indian Publishers can be justifiably proud.

The Federation is at present housed in its own building, Federation House, situated near Jawaharlal Nehru University. The building has a spacious committee room and accommodation for its secretariat. It

Past Presidents



From top left to right

Shri S.L. Gupta, Mg. Director, S. Chand and Co., Ltd., and
Shri D.N. Malhotra, Mg. Director, Hind Pocket Books;
Shri Asoke K. Ghosh, Mg. Director Prentice Hall of India (P) Ltd.,
Shri O.P. Ghai, Chairman, Sterling Publishers (P) Ltd.,
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goes to the credit of the Federation that it has been built, without grants or donations from any source.

The credit for the good work done by the Federation in pursuance of its objectives goes to its successive past Presidents and other office-bearers who were elected to manage its affairs. They have discharged their duties with a sense of dedication and to the best of their ability. It seems appropriate to mention the names of all those who have had the privilege of heading this organisation as its President since its inception in 1973.

The President and his team appear to represent the comparatively young elements in the Federation and it is hoped that they will be able to infuse new enthusiasm among the members.

The objectives of the Federation are quite clear and the issues that need to be tackled on a priority basis has also crystallised. The Federation's major take is to impress upon the Government the urgency of implementing the suggestions made in the National Book Policy. It should also adopt measures to render to its members services of a professional nature which can be of use and relevance to their business interests.

Notwithstanding the eminent position occupied by Indian publishing in the world, no serious and systematic effort has been made so far to study in depth the actual requirements of the country in terms of books in different disciplines, of books which have an export potential separately for the developing and the advanced countries, the total number of our sales outlets and statistics relating to piracy of Indian books in India and abroad and other similar issues.

We do not even know the actual number of active publishers in the country, their general profile, the quantity, quality and category of their publications, their financial structure, turnover, etc. Reasonably correct information on these subjects

is necessary not only for undertaking planned development of publishing in the country but also for rendering useful advice to the members of the Federation and promoting their professional interests.

Since neither the Government nor any other agency has so far seriously undertaken such an assignment, it is for the Federation, a professional body of Indian publishers, to set up a regular documentation centre for this purpose so that it could be in a position to supply relevant data to the Government and other agencies and individuals interested in them.

The effective performance of these functions requires a professionally qualified and strong secretariat, headed by a person with the necessary expertise and drive. Since the office-bearers of the Federation, understandably, are busy persons and for obvious reasons cannot spare the time necessary for effective pursuit of the jobs that need to be done on a priority basis, it is time the responsibilities for planning and execution of various programmes were passed on to the secretariat which should be adequately strengthened for the purpose.

As in similar professional organisations in other countries, and at the international level, the executive head of the secretariat should be responsible to the executive body for the performance of the secretariat. He should be competent enough to represent the Federation at various forums, as and when necessary.

This suggestion is in line with the situation obtaining in similar professional organisations of publishers in other countries and, if accepted, should strengthen the professional character of the Federation, enabling it to become a powerful vehicle for serving the cause of the publishing industry in general and the interests of its members in particular.

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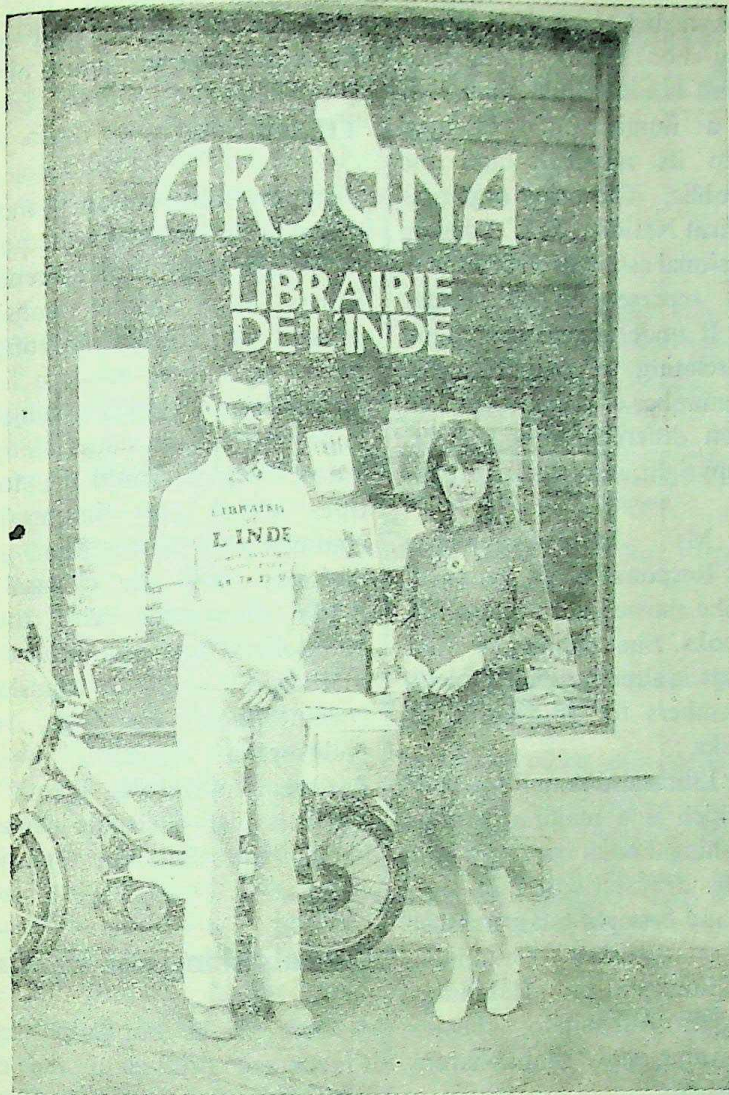
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Mr. and Mrs. Gauthier standing before their Indian Book Shop

Indian Books for France

VIJAY C. KATKAR*

Until recently Indian publishers had found it difficult to enter the French market. It was difficult because France is basically a monolingual country where French is predominantly spoken, whereas our literature is produced mostly in English and Indian languages. Only a few of the French books produced in Pondicherry were able to find a market in France. The books con-

sisted of literature on Sri Aurobindo and the classics of Kalidasa and Mahabharata, Ramayana, etc.

There are about 5,000 publishers in France. The book industry is well organised and on an average about 30,000 titles are published every year. Every year France imports books worth more than \$20 million, the UK and the USA being its major suppliers.

Of late, some of the French scholars have been showing great interest in English books. It appears

that English is now less restricted in administration, commerce and education. It is used prominently in the country.

The main reason why the demand for English books is increasing in France is the need of French people to learn English. A knowledge of English is considered essential in industry and commerce as well as in education and administration. Courses in English are becoming more popular as the country is playing a major role in international trade. It is estimated that at the secondary school and higher levels 80 to 90 per cent of the pupils opt for the study of English as a foreign language.

Year of India

The year 1985 was celebrated as 'Year of India' and to mark the occasion a number of cultural, literary and religious functions were organised to project the image of India. Such efforts were very essential. In the words of Abraham Lincoln, "With public opinion against it, nothing can succeed, with public opinion on its side nothing can fail."

The Department of Education of the Government of India organised an exhibition of more than 1,000 books with the help of the Indian Embassy at the Georges Pompidou Centre in France. The selection included books on the classics, Indian literature, art, religion, philosophy, yoga, children's books, books in French, Tamil and Hindi. The exhibition was organised from October 16 to November 4, 1985. Unfortunately, the Georges Pompidou Centre remained closed up to October 24 due to a workers' strike. However, in its later part, i.e., from October 25 to November 4, the exhibition drew large crowds. It created a new awareness of India among the visitors and a number of books were sold. Orders for more

*Export Promotion Officer (Books) in the Ministry of Human Resource Development, Department of Education.

than 500 books were also registered. The orders were executed by Mr Andre Gauthier, who owns a bookshop selling Indian books in Paris.

Mr Gauthier is a young man about 38. He started learning yoga in 1967 and taught it in Europe from 1971 to 1979. In 1980, he started collecting books for his personal library—on India in French. He visited more than half of the French organisations and booksellers all over France. In 1982, he entered the book trade working for an export organisation. In 1984 he prepared an extensive bibliography of books in print in India in the French language. It took him one complete year to prepare the bibliography of 16,000 titles published by 240 publishers. He opened an Indian bookshop named 'Librairie De L' Inde' at 20 Rue Descartes in September 1985. The shop contains about 15,000 books on India in French and English and many new books are being added to the collection.

Book Promotion

Mr Gauthier knows Sanskrit, Telugu and Hindi. His wife also knows Hindi to some extent. Mr Gauthier is a vegetarian and teetotaler. He said his goal is to promote Indian culture and spiritual values through books and develop studies in Indian languages, and open a school for six-year-olds in 1988.

Mr Gauthier got himself associated with the Indian Embassy in Paris in organising the exhibition of Indian books and offered his services wherever necessary. He contacted the authorities of the Georges Pompidou Centre, arranged reservation of space, publicity and other services. He is highly enthusiastic about Indian books and claims that Indian books have a bright future in France.

There are several important professional associations of the book industry in France. Among them are

Cercle de la Library and Syndicat National de l' Edition. Cercle de la Library is a big organisation run jointly by booksellers, publishers, printers and book manufacturers. It provides a number of essential services to its members and the general public. The other organisation, Syndicat National de L' Edition, is a professional association of French publishers representing 400 regular members. It undertakes research on subjects relating to the book trade and has a number of committees and councils on different aspects of it, such as copyright and export promotion.

I met Ms Marie-Dominique Doumenc, Responsable du Bureau L' Edition. She showed keen interest in Indian books. She mentioned that the Syndicat is already actively advising its members for translation of Indian books.

I visited Librairie d'Amerique et d'Orient, which is a major organisation publishing books on India and undertaking translations. It has translated and brought out a number of books on Sanskrit, Grammar, Kalidasa, literature of Rabindra-Nath Tagore, Aurobindo, classics like Ramayana and Mahabharata and Upanishads.

The Institute de Civilisation College de France and Institute Langues Orientales have been using a number of translations of Indian classics, works translated from Sanskrit, works of Sri Aurobindo and other works of eminent Indian writers. Also, I visited some more libraries which are using Indian books.

Some of the bookshops I found are selling books on tourism in India, Nepal and other neighbouring countries. I understand that there can be some demand for the works of Mahatma Gandhi, Jawaharlal Nehru and other prominent leaders.

There are not more than 25,000 Indians living in France. They belong to different parts of India and

different religions and speak different languages. However, they would welcome Indian books if they were made available in English or French.

Translations

In my observation, translation offers good scope for the publishers of France and India. French publishers have shown considerable interest in translation of Indian books on fiction, modern literature and traditional Indian subjects. An important step in undertaking translation works would be to select titles which are important and commercially viable. Some may be desirable from the cultural angle.

My discussions with the local booksellers and publishers reveal that there is scope for translation of Indian books on yoga, religion, philosophy, cookery, books on Ayurveda and some Tamil books. There is also a sizable demand for books for children, particularly comics.

Co-publishing and Printing

Most of the books published in France are printed in the country itself. But a few French books about learning of the French language are printed in India. The cost of printing is too high in France and some of the French publishers are interested in collaboration with Indian publishers. Indian publishers can print these books for local use and export them to Asian and African countries. Some of the French publishers already have co-publication arrangements with publishers in Britain and other countries.

There is considerable scope for publishing co-editions of illustrated books. As Mr Abul Hasan has pointed out in one of his articles, French publishers are sufficiently strong in editorial matters but run into bottlenecks in regard to illustrated books which are rather expensive.

sive because outstanding illustrators are few and charge high fees. Children's books on nature and animals and encyclopaedias offer enough scope for co-publication with French publishers. Opportunities for co-publication also exist in the field of dictionaries and quality art books.

Recommendations

- (i) We should organise exhibitions of Indian books repeatedly at prominent places and universities in Paris and other towns;
- (ii) There appears to be a problem of supplies as there are not enough importers of Indian books. Mr Gauthier's bookshop seems to provide a good beginning for promoting Indian books in the French market and gradually we should be able to identify 10 more importers of Indian books;
- (iii) The field of translation rights should be explored as a number of libraries are using translations of Indian books and also English books on Indian subjects;
- (iv) Some of the publishers are producing translation works of Indian authors. We should identify such publishers and explore the possibilities of translating more books in French;
- (v) Professional associations like the Federation of Indian Publishers and the Federation of Publishers and Booksellers Associations of India should establish direct contacts with professional associations in France. They should undertake collective publicity for their members by mailing their catalogues and other literature.
- (vi) Indian publishers should visit France as and when possible to undertake market surveys.

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Soviet Books on India : The 1980s

BORIS KLYUEV

As in pre-Revolution Russia, people in the Soviet Union have special feelings toward India, born of sincere interest, a desire to understand the country and its people better, a community of soul-searching ingrained in the fabric of both nations, a realistic appraisal of factors underlying Soviet-Indian friendship, and much else. This whole spectrum of feelings is expressed in Soviet books published in the past five years.

The 1980s have marked a new stage in India studies in the Soviet Union with a higher level of generalization based on a vast store of knowledge on developments under way in India and more thorough analysis.

A general description of India's nature and climate, the culture of its various ethnic groups, history and tourist sights is to be found in *South Asia*, a book in the 20-volume series currently published by Mysl under the title of *Countries and Peoples*. Written by nineteen contributors, *South Asia* sold out within a month.

Economists are, by general consensus, the largest and most productive segment of the Soviet school of India studies. As part of their prolific efforts, Nauka put out two joint monographs in 1980 : *India's Economy: A General Outline* and *India's Economy: Sectoral Analysis*, edited by G. Shirokov. The authors have condensed a vast body of facts into a summary of India's independent development over the past twenty-five years and thoroughly explored factors that have especially influenced that country's way of life. These include the role of the State in moulding India's economic management principles, the dynamics of the

investment and accumulation policies, the rise of a modern working class, and the relations among the sectors and industries of the Indian economy.

Prominent among works on Indian affairs is the monograph *Industrial Revolution in the East* by G. Shirokov, published by Nauka, a theoretical study that compares the industrial revolutions in the West and East (based mostly on India). Shirokov traces both the common origins and the specific course of industrialization in Eastern countries that was influenced by the specific Asian type of production and prolonged colonial rule. With the two monographs mentioned above, Shirokov's book offers an integrated picture of India's economy, one that shows the possibilities and limitations of India's economic and technological reformation. In a nutshell, the three solid monographs look at India's achievements today and its development prospects for the immediate future.

Economic Spectrum

These overall studies are supplemented by others which are more specific. These include *India and Socialist Countries: The Present and Prospects of Economic Cooperation* by M. Stasov, *India's Agriculture: A Market for Capital Goods* by N. Gubina, *Accumulation and Economic Growth in India* by A. Granovsky, and *The State and the Private Sector in India's Economy* by O. Malyarov. Their titles are indicative of the subjects they deal with and provide ample evidence of research being conducted over a broad economic spectrum.

Soviet researchers are showing a lively interest in India's present-day political framework which is growing more and more complex from year to year. In 1980, Molodaya Gvardia brought out a book by A. Gorev and V. Zimyanin, *Nehru, in the Lives of Outstanding People* series initiated by Maxim Gorky more than half a century ago. The book on India's first Prime Minister was an immediate success, a second edition appearing a year later. It was the basis for the documentary film, a joint Soviet-Indian production. Progress Publishers will soon release this book in English and Hindi translations.

A. Gorev has continued work on the Indian subject. His recent *Mahatma Gandhi*, published by Mezhdunarodnye Otnosheniya, is addressed to a general readership. It is a passionate story of the life of a great man whose personality remains of unabated interest to all quarters.

Two recent books written along similar lines will attract the readers' attention. The first, published in the Nauka series *Writers and Scholars of the East*, is A. Litman's *Sarvepalli Radhakrishnan*, a tribute to the late President of India and philosopher of world renown. In 1985, Mysl brought out P. Kutsobin's *Ajoy Ghosh and the Communist Movement in India* which provides a comprehensive, critical review of the Indian Communist Party's history between 1947 and 1962.

There was much press controversy about *Bourgeois Opposition Within India's Socio-political Structure* by A. Volodin (Nauka), a young scholar who set out to retrace the evolution of the non-communist opposition—

from birth to demise, through disintegration, of the Swatantra Party, to the foundation of the Janata Party and its defeat at the 1980 election. Although the book raises some interesting ideas, it shows the need for further research into Indian political science. Some studies of the subject are carried in the *India yearbook*. The issues out of print include readings by leading Soviet authorities on India devoted to the various aspects of India's political culture, developments in India's states, working class and trade union movement issues, and new experiences in India's countryside, subjects that are highly relevant on the Indian scene. The yearbook gives much space to India's foreign policy and is much sought after.

Caste Phenomenon

Pride of place among literature on India in the past five years should go to *Evolution of the Indian Caste* by A. Kutsenkov (Nauka) on one of the most complicated issues facing today's Indian society. Although there are plenty of works on the topic, until recently Soviet studies were only concerned with some of its minor aspects. This drawback has largely been corrected in A. Kutsenkov's book. The author closely follows the pattern of changes in the caste phenomenon and its adaptation to the changing situation. Particularly noteworthy are the author's conclusions concerning the future of Indian castes and the effect caste psychology and caste prejudices may have on the domestic situation.

Work continues on another major problem, the relations among ethnic groups. In his *Northeastern India: The Ethnic Situation and Politics* (Nauka), A. Prazauskas pinpoints, *inter alia*, the sources of the current crisis situation in the State of Assam.

Another original study comes from journalist I. Kovalev who

worked in India for seven years. His *The Indian Tribes* (Nauka) is a fascinating story of Indian peoples and the transformation of their lifestyles under the impact of national progress and the government's special measures.

The past five years have been rich in books on Indian philosophy. Take for one, V. Kostyuchenko's *Classical Vedanta and Neo-Vedantism* (Mysl). Based on Sanskrit sources, it explores in detail the main schools of classical Vedanta. Particularly noteworthy is, however, the author's treatment of the transformation the Vedanta has undergone in recent times, and the way the Vedanta ideas clash in the ongoing ideological struggle in present-day India. In 1985 Mysl also published *Modern Indian Philosophy* by A. Litman, who provides a thoroughly developed survey of trends and schools in Indian philosophy in the period spanning the peak of the liberation struggle and our day. This is the first time such a full-scale study containing a wealth of facts and closely argued opinions has ever been put out in the Soviet Union.

Role of Religion

Perhaps no work on Indian religious philosophy can rival *Bhagavadgita* for the number and profundity of comments, including the unique study *Bhagavadgita in Tradition and Present-day Scientific Critique* (Nauka), based on many years of research. Author V. Sementsov applies an unconventional approach: he provides his own translation of the poem, interpreting it in the way the Indians themselves did at various stages in their country's history.

It was natural to expect Soviet scholars of India to turn to the social and political role of religion in present-day India, a vital issue. It is addressed by O. Mezentseva in *The Role of Hinduism*

in the Ideological Struggle in Present-day India and the collection *Hinduism: Traditions and Present Day* (Nauka). The society-regulating role of Hinduism, the economic activities of Hindu temples, the Kundalini-Yoga system and the policy of secularism are among the themes treated.

The Soviet Union has written much on Indian literary trends and genres in the past few decades. Y. Chelyshev sums this work up in his *Contemporary Indian Literature* (Khudozhestvennaya Literatura): vast material is offered on literary trends characteristic of India as a whole, of the close relations between the literatures of India's various ethnic groups and the world, including pre-Revolution Russian, and Soviet literature. I. Serebryakov takes a different approach. His *Literatures of Indian Peoples* (Vysshaya Shkola) brings out continuity of Indian literatures over the country's long history, from antiquity to the present day, with accent on the role Indian writers have played in the movement for national liberation.

The standards of the travelogue literature on India by Soviet people who have lived in India for many years has improved. The latest publications are no longer the sketchy notes of foreign tourists, but penetrating observations on India's way of life that bring out the small things that can escape the attention of an academic. This category of books includes *On India's Roads* by Pravda correspondent O. Kitsenko (Mysl), and *When Ganesh Smiles: Ups and Downs of the Southasian Subcontinent* (Nauka). Especially valuable is *From the Cradle to the Pyre* by V. Furnika (Nauka), who knows the Tamil language and is an authority on Tamil literature. The author offers detailed coverage of the Tamil's everyday life by a sympathetic pen. His book stands out for a sincere presentation of the ordinary Tamil life-style in major cities, provincial communities, villages and temples.

Hundred Years of Berne Convention

FRANZ-WILHELM PETER

One hundred years of the Berne Convention, one hundred years of international copyright—truly a cause for a ceremony, but certainly also a reason to bring to mind the importance of copyright protection across all frontiers of countries and of continents, and to have a closer look at the principles of international conventions in general and of the Berne Convention in particular. And thus the International Copyright Symposium organized by the International Publishers' Association and the Borsenverein des Deutschen Buchhandels started on April 24, 1986, in the historic Great Hall of the Ruprecht-Kals-University at Heidelberg where the first event was a ceremonial session centred on lectures by the highly honoured Nestor of the science of international copyright law, Professor Dr. Eugen Ulmer, and by the Director General in Office of the World Intellectual Property Organization (WIPO) and of the Berne Convention, Dr. Arpad Bogsch from Geneva. After that, topical questions of international copyright were discussed in several working sessions by more than 200 copyright lawyers and publishers concerned with copyright from all over the world. One of the important aims of these sessions was certainly to sharpen the underdeveloped awareness of our society for the importance of intellectual property, i.e., to make it clear that intact copyright protection is the very condition for maintaining and developing the creative potential of humanity without which cultural development and technical progress are impossible.

After the invention of the printing press it became evident that there was a need for protection against copying. At first starting in the 16th century,

this protection was afforded by privileges for printers and publishers and, in individual cases, for certain authors also. From the end of the 17th century onward the idea of intellectual property won more and more recognition; we find the first beginnings of legislation in the beginning of the 18th century in England, towards the end of that century in France and gradually in the 19th century in Germany also where Prussia created the first copyright law based on the idea of intellectual property in 1837. The validity of such laws was obviously limited to national territories. However, the creations of the human mind had a strong tendency to spread beyond the confines of states and countries into the world as a whole; they became treasures for entire cultural regions, even of mankind. New techniques facilitated access across boundaries and thus as early as the second half of the 19th century there was increasing pressure for copyright protection that would reach beyond national frontiers.

Bilateral Agreements

To start with bilateral governmental agreements of various forms presented makeshift solutions. However, by force of matter, this was patchwork, so that gradually the idea was more and more accepted that a multinational convention for the protection of copyright should be created. The work which then started was furthered and promoted to a considerable extent by the national associations of publishers; for Germany, this was the Borsenverein des Deutschen Buchhandels which had already had a considerable share in the creation of German legislation



some decades before. It was then that Association Litteraire et Artistique Internationale,—ALAI—, founded in 1876 by Victor Hugo, which, on request by the Borsenverein des Deutschen Buchhandels, initiated concrete work for the foundation of an international convention. It is therefore with good cause that in September of this year, ALAI is also going to celebrate this centenary in an appropriate manner in Geneva. At the time, there were two possibilities for the material arrangements for copyright: One consisted in an attempt to create one common law of copyright for all member states, the other one was to retain national legislations and ensure that the protection they afforded would also be extended to foreign works and authors. In the negotiations, it soon became apparent that in view of the differences between national legislations, differences also between copyright systems adopted in different countries, the first option was not feasible. Indeed, even to this very day, i.e., one hundred years later, we still have quite different legislations, even the periods of protection differ in length. Whether present efforts of the European Commission to harmonize copyright legislation within the Community will be successful is a matter still completely open. Nonetheless, the Berne Convention, as I shall illustrate a little later, has led to a considerable approach between national legislations. So, at the time,

the second option presented the only feasible alternative, which consisted in granting the same protection for their works to foreign authors as was given to nationals. This principle of equal treatment has proved to be, in the course of these last one hundred years, an excellent approach, and it also became the guiding principle for international conventions, in particular of the World Convention on Copyright.

After the Swiss government had stated that it was prepared to assume the responsibility for the administration of the new Convention, it was signed on September 9, 1896, in Berne; it has kept the name of this city despite the fact that for approximately 30 years now it has been domiciled in Geneva. To start with, the Convention was signed by the following ten states: Belgium, Germany, France, Great Britain, Haiti, Italy, Liberia, Switzerland, Spain, and Tunisia. To-day, there are 76 states in all continents who are members of the convention.

Later Revisions

In the course of these hundred years, new technical developments, (Radio, Film, Records) made it necessary to revise the Convention; each of these revisions led to extensions, i.e., to improvements in copyright protection. Such revision conferences took place in 1896 in Paris, in 1908 in Berlin—since that time the Convention is officially called the "Revised Berne Convention"—in 1928 in Rome and in 1948 in Brussels. The last meetings took place in 1967 in Stockholm and 1971 in Paris. In this last meeting, fundamental changes not only in contents but also regarding organisation were decided. The World Intellectual Property Organization was founded with its seat in Geneva which took over from the Swiss government the administration of the Revised Berne Convention and of the other conventions

for the protection of intellectual property. In Stockholm, finally, the duplication right, particularly important both for authors and for publishers, found its way into the Convention. When treating the minimum rights, this will be considered in more detail. However, in Stockholm there was also a dispute on demands from developing countries which, for economic reasons, claimed that the acquisition of licences for translating and reprinting works published in the industrial countries should be facilitated. Authors and publishers considered that the Protocol for the developing countries that was then agreed upon constituted an undermining of the very substance of copyright protection; they protested to their parliaments against any possible ratification of the Protocol which, in fact, was not ratified. This gave rise to a serious crisis for the Berne Convention and for international copyright in general. Developing countries threatened that they would leave the Convention if the Protocol was not ratified world-wide. After a conference in Washington which resulted in a set of further recommendations on the subject, there was then, in 1971 in Paris, agreement on a compromise, again mainly thanks to Eugen Ulmer, which appeared acceptable both to the developing countries and to the industrial countries. It provides for the possibility of compulsory licensing by the governments of developing countries in cases where no licence agreement is reached with the owners of rights in industrialized countries. The period during which such compulsory licensing can be used depends on different categories of literature and on the purposes for which developing countries wish to use the system; they range from one to seven years after the year of publication in the original country. The most important aspect of these very complicated regulations is probably that they lead owners of rights

in industrial countries to grant licences even on modest conditions in order to avoid compulsory licensing that would ensue otherwise. One merit of the Paris revision conference in 1971 which should not be underestimated was that it prevented the withdrawal from the Convention that had been announced by many developing countries.

In the following paras, I should like to give a summary of the most important principles of the Convention.

Field of Application

To start with, protection under the Revised Berne Convention is granted to the works of authors who are citizens of a member state, irrespective of where the work has been published. A further important point is where the work was first published; for this purpose, any publication within 30 days after the first publication is also considered a first publication. To meet the requirements of this provision, books are considered "published" when enough copies are available to satisfy the normal demand of the public.

This provision implies, for example, that the work of a Chinese author is fully protected in all member states if, within thirty days after its first publication in China, the work is published within one state member to the Convention.

The Minimum Rights: The Berne Convention contains a number of minimum rights—e.g. duplication rights, translation rights, broadcasting rights which are law in force in all member states. In a member state different from his own an author therefore has the possibility, in case of an infringement of his rights, to refer directly to the provisions of the Revised Berne Convention. As, on the other hand, the Convention only covers the rights of foreign, i.e., non-resident authors, it can happen that, in a given member state, a foreign author could have more extensive

rights than a resident or national author—which will happen in those cases where the national legislation of the country concerned provides less cover than the minimum rights under the Convention.

This situation has had the positive effect that, as a rule, member states have adapted their legislations accordingly very soon after revisions had taken place for the Convention, because, understandably, they did not want to see their own national authors treated less favourably than authors from other countries of the Convention. This is how, as mentioned already, national laws have resulted in being increasingly similar to each other.

It has been mentioned already that at the Stockholm Revision Conference the right of duplication, so important for authors and for publishers, was at long last included in the Convention. It was recognized as an exclusive right of the author, member states, however, being allowed to permit duplication under their legislation in certain special cases, provided that such duplication would not impair the normal exploitation of the work nor be detrimental in an unacceptable way to the interests of the author. If we look at the way in which, in our days, texts that are protected by copyright are being photocopied with no remuneration at all for the authors, not to speak of asking them permission, we may well have doubts on the enforcement of such provisions of the Convention, for of course copying impairs the normal exploitation of the work and of course legitimate interests of the authors are being infringed upon in an unacceptable way. If, at present, a review of national legislation having regard to the misuse of copying is under way, in many states, we cannot be too insistent on reminding those responsible for this provision of the Berne Convention that is binding on all member states. It is true that in passing the Amendment Act of

last year, the Federal Republic has introduced a general obligation of payment for all copying of texts protected by copyright; if it is found that the provisions included in that Act lead to appropriate amounts being collected the binding requirements of the Convention will probably be met.

In all member states of the revised Berne Convention people will certainly follow developments in Germany with interest in order to check whether this development can be considered an example for other countries as well.

The Principle of Equal Treatment: I have mentioned already that the Berne Convention as well as the Universal Copyright Convention are based on the principle of Equal Treatment. This principle is simple to understand and simple to put into practice: In every member state all works protected by the Convention enjoy the same rights as local works according to national legislation. The painting of a French painter is therefore protected in Germany in accordance with German law, the composition of a German composer is protected in France in accordance with French law, the book of a Swedish author is protected in Italy in accordance with Italian law. The great advantage of such an arrangement lies in the fact that in cases of dispute courts can apply the national law that is familiar to them. The only exception from the Principle of Equal Treatment is that of periods of protection.

Periods of Protection

Starting with the Brussels version of 1948, the Convention implies a binding minimum period of protection of 50 years *post mortem auctoris* which is also included in the legislation of the great majority of member states. Whether it was wise for the Federal Republic of Germany, in the law passed in 1965, to extend this

period to 70 years is a question to which there are some doubts. Meanwhile, Austria has followed this example. For the periods of protection there is a deviation from the Principle of Equal Treatment inasmuch as no author can claim a longer period of protection anywhere than he enjoys in his home country. So, in the relations of several states between each other it is always the shorter period that counts, which, however, may not be any shorter than 50 years after the death of the author (comparative periods of protection). That is why, for example, the novel of an English author first published in Great Britain enjoys a protection of 50 years only even in the Federal Republic and in Austria.

Despite all efforts it was not possible to achieve world-wide enforcement of the Berne Convention. This failed mainly because of the USA because they did not want to dispense with their formal requirements (registration and submission of copies of the work) and also had objections against the *droit moral* as included in the 1928 Convention in Rome. The Soviet Union also stayed out and so did a number of other states, mainly in Africa and Asia. This led UNESCO to create a further international convention, the Universal Copyright Convention, albeit as a considerably lower level of protection; it was joined by the USA in 1973 and also by the Soviet Union. Today, 78 states are members of this Convention, 52 of whom are also members of the Berne Convention; this number covers almost all European states including the Federal Republic of Germany and the German Democratic Republic.

Those states, however, which are members both of the Revised Berne Convention and of the Universal Copyright Convention are bound solely by the provisions of the Berne Convention; this has been made mandatory in order to prevent members of the Berne Convention

from drifting away into the Universal Copyright Convention. The latter differs from the Berne Convention in that it does not grant direct rights as its conventions to authors in member states but only commits member states to provide for the protection of authors and other owners of rights by means of appropriate legislation. For the Universal Copyright Convention the Principle of Equal Treatment also applies. It was revised in Paris in 1971 at the same time as the Berne Convention. In this revision, among other things, the legal protection of authors was strengthened by the explicit recognition that authors exclusively hold the rights for duplication, for public performance and for radio broadcasting of their works. The level of protection is very much lower under the Universal Copyright Convention than in the Berne Convention. The minimum period of protection, for example, is only 25 years after the death of the author. For this Convention the system of comparative periods of protection is valid in a similar manner to what it is in the Berne Convention. That is why, for example, the work of a Soviet author which was first published in the Soviet Union is only protected for 25 years in the Convention states, because the USSR, in their national legislation, provide only for such a short period of protection. The Universal Copyright Convention may well appear inadequate in substance and in its legal construction, its conclusion was still of the greatest significance because it made it possible for the USA and later also for the USSR to join and thereby take part in international copyright protection. As regards the relationship of the two international conventions between each other, a decisive role is played by the close cooperation between the decision-making bodies competent for either one. At

the Paris revision conference of 1971 it was possible to achieve the inclusion of special regulations for the developing countries with almost equal terms for the two conventions.

Article III of the Universal Copyright Convention is of importance mainly as regards the protection of works from member states in the USA. So far, the USA were not prepared to dispense with their registration procedure—similar to the registration of patents—as a condition for granting protection (i.e. registration with the Copyright Office in Washington and submission of copies of the work). This obligation remains for American authors and for works first published in the USA. However, authors from other member states of the Convention are granted protection in the USA if all copies of the work starting with the first publication contain the mention "C" with a circle round it and against it the owner of the copyright (author or publisher) as well as the year of first publication. Registration and submission by authors from member states of the Convention is required only if such authors wish to assert their rights by action in court. Unfortunately, the hope that the new American Copyright Act which entered into force in 1978 and which has adopted the same ruling for the period of protection as other countries (50 years after the death of the author) would do away with the formal requirements, which would have opened the way for America acceding to the Berne Convention did not come true.

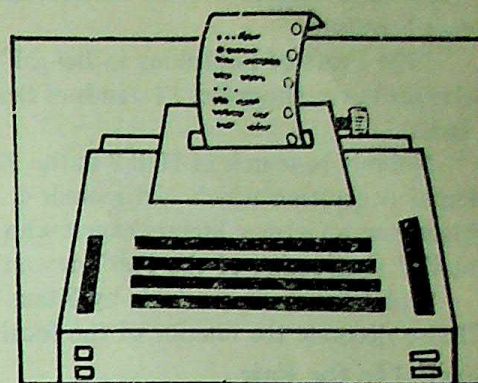
The Outlook

The creation of the Berne Convention in 1886 was indeed an ingenious scheme of its founder states, in particular by those personalities who worked out this complex treaty. The various Revision

Conferences, the last ones in 1967 in Stockholm and in 1971 in Paris, succeeded in adapting copyright protection to new technical development, i.e., to improve it and to enhance it. In the course of years, membership grew from a mere handful of founder states to a total of 76; if we also take into account the Universal Copyright Convention, there are more than 100 states that protect copyright, and do so internationally also. Despite all this, the objective of protection covering the entire world has not yet been achieved. What we are hoping for is that the People's Republic of China, where work is going on at present for a national law on copyright protection, will join one of the two conventions soon. Efforts in these years to come must be directed towards eliminating the "white spaces" still existing on the world map, if not totally but at least for the majority. This is necessary in order to be more effective in fighting piracy, particularly in some Asian countries.

Although new technical developments make it appear desirable to revise the Convention again, such a revision is not outstanding at the moment. Changes of substance in the text of the Convention can only be decided unanimously, and as there are 76 member states with different interests and different technical developments it would hardly seem realistic to hope for an agreement between them. Because of the Principle of Equal Treatment even the version of the Convention valid at present contains the necessary instruments for adequate rulings even for the new media. It is therefore a matter for each member state to create national legislation which will satisfy modern needs.

Courtesy : "FIP News" Special Annual Number, 1986.



NEWS AND EVENTS

AT THE FRANKFURT BOOK FAIR

Before the Fair

A supporting programme leading up to the Frankfurt Book Fair (1-6 October 1986) has been finalised by the organising authorities. Its highlights are:

An exhibition, "Contemporary Indian Paintings", will be opened on September 17 in the colonnade of the Frankfurt Paul's Church. It will be open to visitors daily from 10. a.m. to 6 p.m. up to October 7 (with the exception of October 5 when Paul's Church is not open to the public until 3 p.m.).

The Frankfurt townhall, the Romer, will be the location on September 27 and 28 of a symposium "India—Change in Continuity", to be officially opened with the welcoming of participants on the evening of September 26.

On September 27, 27 invited writers will read from their works in their own languages. For the assistance of the audience, a "reader" will be prepared by the committee of advisory experts to the 38th Frankfurt Book Fair, presenting the corresponding German versions (The editors will be *Dr. Alokaranjan Dasgupta* and *Dr. Lothar Lutze*, both of the University of Heidelberg, and *Prof. Dieter Riemenschneider*, University of Frankfurt).

On September 28 a lecture will be given on the topic of publishing and the book trade in India, followed by an open discussion. Indian and German publishers and booksellers will attempt a critical assessment of the differing working conditions.

In the afternoon, the participants at the symposium presided over by Prof. Riemenschneider will turn their attention to the question of the reception of Indian literature outside India.

Finally, the outcome and findings of the symposium will be presented to the public on September 29 (Monday) at a press conference held in the "Limburg Saal" of the Frankfurt Romer.

September 29 will also see the beginning in Bad Homburg of a Discussion on India organized by the Werner Reimers-Foundation. Up to October 2 inclusive, those taking part in this debate will discuss the image of India in Germany. They will deal with such questions as "Views of India in Research", "Philosophical Trends and Ideologies", "India in Children's Literature". The debate will be conducted by experts from India, Korea, the United States, the German Democratic Republic and the Federal Republic of Germany.

During the Fair

A further testimony to the importance of India for the European intellectual world will be provided by a library exhibition from the "Herzog August Bibliothek Wolfenbuttel" with approx. 100 exhibits under the title "The Indian World in the Books of an Old European Library". Four centuries of books and maps will be included among the exhibits on show in 14 glass show-cases.

This exhibition will be supplemented by a small ethno-anthropological collection from India belonging to the Linden Museum in Stuttgart, on show in three upright glass show-cases.

Indian "literary entertainment" will have a permanent place throughout the Fair on the platform in Hall 7, serving as an "Indian Forum" for men and women writers from India to give public readings on the exhibition grounds. Readings will take place every day from 2.30 p.m. to 6.30 p.m. from October 1 to 5 and will be organized

by the Indian "GARUTMAN ORGANISATION", an enterprise which aims at the distribution and translation of Indian literature.

"200 Years of Publishing in Bengal" will be the title of a photographic exhibition on display from October 1 to 6 spread over altogether 14 stands of Bengali publishers and aiming to demonstrate the long tradition of publishing in India.

Nobody in search of Hall 7 at the Book Fair from October 1 to 6 will have any trouble in finding it. Lavish external decoration which will include a richly colourful entrance incorporating the tent construction by Klaus Schleusener, a German literary expert who lives in India, will make sure that it is easy to find, to say nothing of the detailed signposting of the Fair's layout plan system.

Sculptures made available by Klaus Schleusener and relating to the Mahabharata epic in Indian mythology will also decorate the interior of the focal theme hall.

Parallel to the Fair

Apart from the diverse individual activities to be undertaken by Frankfurt Booksellers, a whole series of extremely interesting events will be organized to take place parallel to the Fair.

"Indian Cinema" is the title of a retrospective of approx. 30 films chosen to show 60 years of Indian film history. Presented by the "Frankfurter Kommunales Kino," in cooperation with Indian institutions, it will open on October 5. Indian author Daya Pawar, who is also among the authors invited to take part in the symposium prior to the Fair, will be at the opening to give an introduction to the subject-matter of the film "Attyachaar" for which he wrote the script.

Following on the retrospective showing in Frankfurt, this collection of Indian films is to tour other special programmes and independent cinemas in the Federal Republic of Germany.

The German-Indian Society in Darmstadt will present the leading Indian Sarod player Amjad Ali Khan in a unique concert on his string instrument to be held on October 2 (8 p.m.) in the Darmstadt "Orangerie".

Finally, the dancer Sanjukta Panigrahi will be the guest on October 4 of the German-Indian Society in Darmstadt (once again in the Orangerie, 8 p.m.), a dancer considered to be the best woman soloist in the Indian dance form "Odissi".

Coordinated by its organization in Bombay (Max Muller Bhavan), the Goethe-Institute will be bringing together German and Indian men and women writers at meetings to be held from October 6 to 11 in Konigstein in the Taunus region. The "East-West Encounter" aims to permit mutual discussion among the (around) 15 each Indian and German men and women writers concerning their working and living conditions, their objectives and subject, matter, traditions and aims.

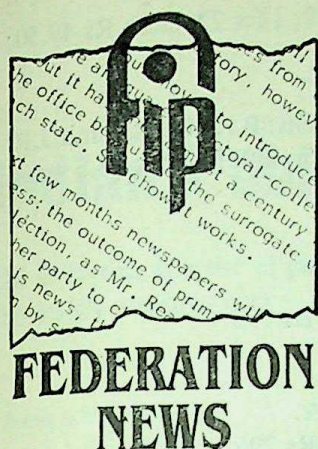
At the booksellers in Frankfurt and the entire Federal Republic, Switzerland and Austria, where it's a book fair all year around, as the saying goes, the "catalogue of suggestions" from the Frankfurt Book Fair will ensure that booksellers are in a position to refer to a range of literature from India, on India and relating to the subject of India, when the increased interest among the reading public in the Indian (literary) world becomes apparent after the Book Fair. This catalogue covers 700 available titles.

Seminar on Cooperation in Books and Printing Services

On October 3, the Fair authorities will hold a seminar on Cooperation in Books and Printing Services. The keynote address will be delivered by the Indian Consul-General, Mr Santosh Kumar. This will be followed by papers on,

- (1) Books Available for Translation and Translation Rights, to be presented by Mr. O.P. Ghai:
- (2) Problems and Prospects of Sale and Distribution of Books, and
- (3) Printing and Photo Composition Facilities in India.

You are welcome to join the seminar



FIP PARTICIPANTS IN FRANKFURT BOOKFAIR

1. A.H. Wheeler & Co. (P) Ltd., Allahabad
2. A. Mukherjee & Co. (P) Ltd., Calcutta
3. Academic Publishers, Calcutta
4. Abhinav Publications, New Delhi
5. Ajanta Book International, Delhi
6. Ananda Publishers, Calcutta
7. Archive Publishers, New Delhi
8. Arnold Heinemann Publishers (India) (P) Ltd., New Delhi
9. B. Jain Publishers (P) Ltd., New Delhi
10. Bharati Book Stall, Calcutta
11. Bishen Singh Mahendra Pal Singh, Dehradun
12. Competition Review (P) Ltd., New Delhi
13. D.B. Taraporevala Sons & Co., Bombay
14. D.C. Books, Kottayam
15. Frank Brothers & Co. (P) Ltd., New Delhi
16. Himalayan Books, New Delhi
17. Hind Pocket Books (P) Ltd., Delhi
18. India Book House (P) Ltd., Bombay
19. Jaico Publishing House, Bombay
20. Jaypee Brothers, New Delhi
21. Macmillan India Ltd., Madras
22. Narosa Publishing House, New Delhi
23. National Publishing House, New Delhi
24. Naya Prokash, Calcutta
25. New Light Publishers, New Delhi
26. Orient Longman Ltd., Hyderabad
27. Oxford & IBH Publishing Co., New Delhi
28. Pitambar Publishing Company, New Delhi
29. Popular Prakashan (P) Ltd., Bombay
30. Prentice-Hall of India (P) Ltd., New Delhi
31. Pustak Mahal, New Delhi
32. Rajpal & Sons, Delhi
33. Reliance Publishing House, New Delhi
34. S. Chand & Co. Ltd., Delhi
35. Sri Aurobindo Books Distribution Agency (Sabda), Pondicherry
36. Star Publications (P) Ltd., New Delhi
37. Sterling Publishers (P) Ltd., New Delhi
38. Taraporevala Publishing Industries (P) Ltd., Bombay
39. Today & Tomorrow's Printers & Publishers, New Delhi
40. Wiley Eastern Limited, Delhi

OTHERS

1. Allied Publishers (P) Ltd., New Delhi
2. Current Distributors, Calcutta
3. Living Media India (P) Ltd., New Delhi
4. Motilal Banarasidass, Delhi
5. Neeta Prakashan, New Delhi
6. New Order Book Co., Ahmedabad
7. Promilla & Co. Publishers, New Delhi
8. Roli Books International, New Delhi
9. Shama Magazine, New Delhi
10. Tamilnadu Printers & Traders (P) Ltd., Madras
11. UBS Publishers Ltd., New Delhi
12. United Publishers, Assam
13. Adarsh Prokashani, Khagpur
14. All-India Traveller Bookseller, Delhi
15. Amerind Publishing Co., New Delhi
16. B.P.B. Publications, New Delhi
17. Calendar Makers Corporation, New Delhi
18. CBS Publishers Distributors, Delhi
19. D. K. Agencies (P) Ltd., New Delhi
20. Hindi Book Centre, New Delhi
21. India Book Distributors, Bombay
22. Indian Books Centre, Delhi
23. International Book Distributors, Dehradun
24. International Books, Calcutta
25. International Book & Periodicals Supply Service, New Delhi
26. Munshi Ram Manohar Lal
27. Patriot Publishers, New Delhi
28. Publishers & Booksellers Guild, Calcutta
29. Star pocket Books, New Delhi
30. Star Book Centre, New Delhi
31. Shishu Sahitya Samsad, Calcutta

**BOOKS BEING DISPLAYED AT THE
FRANKFURT BOOK FAIR**

ECONOMICS

The Turn : From Poverty to Prosperity; Samarjit Ghosh Best Books; pp. 140; 14.5 x 22 cms; Rs. 90;

LANGUAGE AND LITERATURE (Short Stories)

Wrinkles; Ram Sarup Ankhi

National Book Shop; pp. 132; 14.5 x 22 cms; Rs 60;

HISTORY

The Sikh Empire; Piara Singh Datta

National Book Shop; pp. 257; 14.5 x 22 cms; Rs 150;

POLITICAL SCIENCE

Indira Gandhi's Leadership; Ram Avtar Sharma (Ed)

Raaj Prakashan; pp. 216; 14.5 x 22 cms; Rs 140

POLITICAL SCIENCE

Super Powers and Indo-Pak Sub-Continent; Raghunath

Ram Raaj Parakashan; pp. 427; 14 x 22 cms; Rs 200

LANGUAGE AND LITERATURE

The Epic of Rana Surat Singh; G.S. Talib (Tr)

Publication Bureau, Panjab University; pp. 168;

14 x 22 cms; Rs 65

BIOLOGY

Annals of the Royal Botanic Garden, Calcutta;

Odoardo Biccari Today and Tomorrow's; Text

28 x 22 cms; pp. 240; Rs 925 ; Plates 25 x 38 cms,

09 full size printed on art paper in colour Rs 2500

FINE ARTS

Nand Lal Bose; R.L. Bartholomew (Ed)

Lalit Kala Akademi; pp. 93; 19 x 25 cms; Rs 50

FINE ARTS

The Kingdom that was Kotah; M.K. Brijraj Singh

Lalit Kala Akademi; pp. 76; 35x 47 cms; Rs 250

Structural Stability of Columns and Plates; N.G.R.

Iyengar Affiliated EastsWest Press; pp. 316; 18 x 24 cms; Rs 75

ENGINEERING

Numerical Alogrithms; E.V. Krishnamurthy and S.K. Sen

POLITCS

Domination and Dissent; Javeed Alam

Mandira; pp. 170; 14 x 22.5 cms; Rs 95

ECONOMICS

Evolution of Development Economics; Anne O.

Krueger Mandira; pp. 23; 14.5 x 22 cms; Rs 10

BIOLOGY

Genetics; P.K. Gupta

Rastogi Publications; pp. 659; 14 x 22 cms; Rs 49.50;

BOTANY AGRICULTURE

Genetics and Crop Improvement; P.K. Gupta and J.R. Bahl (Eds Rastogi and Co.; pp. 392; 16.5 x 25.5 cms; Rs 220

FINE ARTS

Kalamkari; Nelly H. Sethna

Mapin; pp. 94; 23 x 23 cms; Rs 195

FINE ARTS

Crafts of Gujarat;

Mapin; pp. 167; 23 x 23 cms; Rs 295

HISTORY

20th Century History of the World; N.S. Saksena

Ramesh; pp. 200; 14 x 21 cms; Rs 40;

SPORTS

Olympic Quiz; Ram Pal Singh

Ramesh; pp. 212; 18 x 24 cms; Rs 20

ENGINEERING

Technological Forecasting; P.K. Rohatgi, Kalpana

Rohatgi and B. Bowonder Researchco; pp. 319;

16 x 25 cms; Rs 200

ENGINEERING

Handbook of Electronics; S.L. Gupta and V. Kumar

Pragati Prakashan; pp. 1628; 14.5 x 23 cms; Rs 100

SCIENCE

Mathematical Physics; B.S. Rajput

Pragati Prakashan; pp. 1446; 14.5 x 23 cms; Rs 90

LINGUISTICS

Problems in Sanskrit Grammar; Venkateshshastri Joshi

Dastane Ramchandra; pp. 164; 14.5 x 22 cms; Rs 53

SOCIOLOGY

Inter-Religious Marriages; Usha Bambawale

Dastane Ramchandra; pp. 237; 14.5 x 22 cms; Rs 45

ECONOMICS

Bharater Arthik Umayan (Bengali); Bhavatosh Dutta

Ananda Publishers; pp. 130; 14.5 x 22 cms; Rs 15

RELIGION

Ramayaner Charitabali (Bengali); Sukhomoy

Bhattacharya Ananda Publishers; pp. 296; 14.5 x 22 cms; Rs 40

Indian Publishers' Identifiers

The following is a list of publishers who have been registered for ISBN in India.
The ISBN Prefex is 81

<i>Name of the Publisher</i>	<i>Publisher's Identifier</i>				
1. Metropolitan Book Co. Pvt. Ltd. 1, Netaji Subhas Marg, New Delhi-110001 (India)	200	14. Sahitya Pravarthaka Coopera- tive Society, Post Box 94, Kottayam-686001.	213	28. Eastern Book Company, 34, Lal Bagh, Lucknow-226 801 (U.P.) (India)	7012
2. Cendit—Centre for Develop- ment of Industrial Technology, D-1 Soami Nagar, New Delhi (India)	201	15. National Publishing House, 23, Daryaganj, New Delhi-110002.	214	29. Navarang Publishers & Book- sellers, RB-7, Inderpuri, New Delhi-110 012. (India)	7013
3. Ajanta Publications (India) 1-U.B. Jawahar Nagar, Bangalow Road, Delhi-110007 (India)	202	16. ESS ESS Publications, 4837/24, Darya Ganj, Ansari Road, New Delhi-110002 (India)	7000	30. Sultan Chand & Sons, 23, Darya Ganj, New Delhi-110 002 (India)	7014
4. Prentice Hall of India Pvt. Ltd., M-97, Connaught Circus, New Delhi-110001 (India)	203	17. Chanakya Publications, F-10/14, Model Town, Delhi-110009 (India)	7001	31. Mukul Prakashan, J-2, Kailash Colony, New Delhi-110 048 (India)	7015
5. Oxford & IBH Publishing Co., 66, Janpath, 2nd Floor, New Delhi-110001 (India)	204	18. Himalayan Books, 17-L, Connaught Circus, New Delhi-110001 (India)	7002	32. Kitab Ghar, Main Road, Gandhi Nagar, New Delhi-110 031 (India)	7016
6. Amerind Publishing Co. Pvt. Ltd., 66, Janpath, 2nd Floor, New Delhi-110001 (India)	205	19. South Asian Publishers Pvt. Ltd., 36, Netaji Subhas Marg, Darya Ganj, New Delhi-110002 (India)	7000	33. Abhinav Publications, E-37, Hauz Khas, New Delhi-110 016 (India)	7017
7. Asian Educational Services, C-2/15, SAD P.O. Box. 4564, New Delhi-110016 (India)	206	20. Vivek Prakashan, 7-UA, Jawahar Nagar, Delhi-110007 (India)	7004	34. B. R. Publishing Corporation, 461, Vivekanand Nagar, Delhi-110 052 (India)	7018
8. Sterling Publishers Pvt. Ltd., L-10, Green Park Extension, New Delhi-110016 (India)	207	21. Naresh Publishers, 1526, Sagar Market, 1st Floor, Nai Sarak, Delhi-110006 (India)	7005	35. Today & Tomorrow Printers & Publishers, 24-B/5, Desh Bandhu Gupta Marg, Karol Bagh, New Delhi-110 005 (India)	7019
9. Motilal Banarsidass, Banglow Road, Jawahar Nagar, Delhi-110007 (India)	208	22. Asian Publication Services, 243, Defence Colony Flyover, New Delhi-110024 (India)	7006	36. Cosmo Publication, 24-B, Ansari Road, New Delhi-110 002 (India)	7020
10. Pitambar Publishing Co., 888, East Park Road, Karol Bagh, New Delhi-110005 (India)	209	23. People's Publishing House Ltd., 5-E, Rani Jhansi Road, New Delhi-110055 (India)	7007	37. B. Jain Publishers (P) Ltd., 1921, 10th Street, Chuna Mandi, Pahar Ganj, New Delhi-110 055 (India)	7021
11. Inter India Publications D-17, Raja Garden Extn., New Delhi-110015.	210	24. Laxmi Publications, 2691, Baradari, Balimaran, Delhi-110006 (India)	7008	38. Concept Publishing Company, H-13, Bali Nagar, P.B. No. 6274, New Delhi-110 015. (India)	7022
12. Bishan Singh Mahendra Pal Singh 23-A, Connaught Place, Dehra Dun, P.B.No. 137 (India)	211	25. A. Saurabh & Co. Ltd., 2691, Baradari, Ballimaran, Delhi-110006 (India)	7009	39. Allied Publishers Pvt. Ltd., Post Box No. 155, 13/14, Asaf Ali Road, New Delhi-110 002. (India)	7023
13. Gian Publishing House, 29/6, Shakti Nagar, Delhi-110007	212	26. Hemkunt Press, A-78, Naraina Industrial Area, Phase-I, New Delhi-110 028 (India)	7010	40. Ashish Publishing House, 8/81, Punjabi Bagh, New Delhi-110 026 (India)	7034
		27. Children's Book Trust, 4, Bahadur Shah Zafar Marg, New Delhi-110 002. (India)	7011	41. Oxford University Press, 2/11, Ansari Road, Daryaganj, P.B. No. 7035, New Delhi-110 002. (India)	702 5

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|---|------|--|------|--|-------|
| 42. Heritage Publishers,
4-C, Ansari Road,
Darya Ganj,
New Delhi-110 002. (India) | 7026 | 58. B.I. Churchill Livingstone Pvt.
Ltd.,
54, Janpath,
New Delhi-110 001 (India) | 7042 | 74. Sri Aurobindo Ashram,
Publication Department,
Pondicherry-605002 (India) | 7085 |
| 43. Radiant Publishers,
E-155, State Bank of India
Bldg., Kalkaji,
New Delhi-110 019. (India) | 7027 | 59. Atma Ram & Sons,
Post Box. 1429,
Kashmere Gate,
Delhi-110 006 (India) | 7043 | 75. Theosophical Publishing House,
C/o Theosophical Society,
Adyar,
Madras-600020 (India) | 7059 |
| 44. Rajpal & Sons,
Kashmere Gate,
Delhi-110 006. (India) | 7028 | 60. Printwell Publishers,
C-123, Mangal Marg,
Bapu Nagar,
Jaipur-320 015 (India) | 7044 | 76. Sri Aurobindo Society
Pondicherry-605002 | 7560 |
| 45. B.P.B. Publications,
4794/23, Bharat Ram Road,
Daryaganj,
New Delhi-110 002. (India) | 7029 | 61. Associated Publishing House,
New Market,
Karol Bagh,
New Delhi-110 005 (India) | 7045 | 77. Indian Standards Institute,
Manak Bhawan,
9, Bahadur Shah Zafar Marg,
New Delhi-110 002. | 7561 |
| 45. Sri Satguru Publications,
1st Floor 40/5,
Shakti Nagar,
Delhi-110 007 (India) | 7030 | 62. Seagull Books,
26, Circus Avenue,
Calcutta-700 017 (India) | 7046 | 78. Lancer International,
Post Box No. 3802
New Delhi-110049. | 7562 |
| 47. Arnold-Heinemann, Publishers
(India) Pvt. Ltd.,
AE/9, 1st Floor,
Safdarjang Enclave,
New Delhi-110029 (India) | 7031 | 63. Mayur Publications,
1168/76, Deva Ram Park,
Delhi-110 035. (India) | 7047 | 79. Arya Book Depot,
33, Naiwala,
Karol Bagh,
New Delhi-110 005. | 7063 |
| 48. Raaj Prakashan,
1, Bangali Market,
New Delhi-110 001 (India) | 7032 | 64. Prabha Publications,
D-16, Raja Garden Extension,
New Delhi-110 015 (India) | 7048 | 80. Arya Publishing House,
30, Naiwala,
Karol Bagh,
New Delhi-110005 | 7064 |
| 49. Rawat Publications,
B-Na-20, Jawahar Nagar,
Jaipur-302 004 (India) | 7033 | 65. Manas Publications,
18-D, Kamla Nagar,
Delhi-110 007. (India) | 7049 | 81. Asha Prakashan,
30, Naiwala,
Karol Bagh,
New Delhi-110005. | 7065 |
| 50. Bahri Publications,
57, Sant Nagar,
(New East of Kailash)
New Delhi (India) | 7034 | 66. Patriot Publishers,
Link House, 5th Floor,
Bahadurshah Zafar Marg,
New Delhi-110 002 (India) | 7050 | 82. Ananda Publishers Pvt. Ltd.,
45, Beniatola Lane,
Calcutta-700009 | 7066 |
| 51. Daya Publishing House,
1302, Vaid Wara,
Nai Sarak,
Delhi-110006 (India) | 7035 | 67. Election Archives,
CA/33, Tagore Garden,
New Delhi-110 027 (India) | 7051 | 83. Kavyalaya Publishers,
43, 2nd Main Jayanagar,
Mysore-570014. | 7067 |
| 52. Sage Publications (India)
Pvt. Ltd.,
P.B. No. 4215,
Delhi-110048 (India) | 7036 | 68. Divine Life Society,
P.O. Shivanandanagar,
Distt. Tehri,
Pin-Code-249122
Garhwal, U.P. (India) | 7052 | 84. Sawan Publications,
Sawan Cottage, F-239, Pandav
Nagar, Patparganj,
Delhi-110 092 (India) | 85000 |
| 53. Purvodya Prakashan Pvt. Ltd.,
7/8, Daryaganj,
New Delhi-110002. (India) | 7037 | 69. Tamilnad Printers & Traders
Pvt. Ltd.,
328, G.S.T. Road,
Chromepet,
Madras-600044 (India) | 7053 | 85. Indian Book Gallery,
2691, Baradari, Ballimaran,
Delhi-110 006 (India) | 85001 |
| 54. Little Prince Publications Pvt.
Ltd.,
KMC VIII/568, Thoppil,
Lal Bahadur Sastri Road,
Kottayam-686 001 (India) | 7038 | 70. Classical Publishing Co.,
Indological Publishers and
Booksellers,
28, Shopping Centre,
Karampura,
New Delhi-110 015 (India) | 7054 | 86. Promilla & Co. Publishers,
Sonali, C-127, Sarvodaya
Enclave,
New Delhi-110 017 (India) | 85002 |
| 55. Somaiya Publications Pvt. Ltd.
F-6, Bank of Baroda Building,
Parliament Street,
New Delhi-110 001. (India) | 7039 | 71. Vani Prakashan,
4697/5, 21-A, Daryaganj,
New Delhi-110 002 (India) | 7055 | 87. Itihas Vidya Prakashan,
Aaramchine Gali, Dharam
Colony, Nangloi,
Delhi-110 041 (India) | 85003 |
| 56. Himalaya Publishing House,
Pooja Apartment,
4-B, Murarilal Street,
Ansari Road, Darya Ganj,
New Delhi-110 002 (India) | 7040 | 72. Panchsheel Prakashan,
Film Colony,
Chaura Rasta,
Jaipur-302003 (India) | 7056 | 88. Indian Bibliographies Bureau,
2153/2, Chah Indara,
Fountain,
Delhi-110 006 (India) | 85004 |
| 57. Anmol Publications,
20, New Laxalpur Extension,
Delhi-110 051 (India) | 7041 | 73. Ananda Book Depot,
Educational & Children's
Book Publishers,
1756, Opp. Balahanuman,
Gandhi Road,
Ahmedabad-380 001.
Gujarat (India) | 7057 | 89. Agricole Publishing Academy,
208, Shopping Complex,
Defence Colony Flyover,
New Delhi-110 024 (India) | 85005 |
| | | | | 90. Gaurav Publishing House,
L-11, Green Park Extension,
New Delhi-110 016 (India) | 85006 |
| | | | | 91. D.K. Agencies,
H-12, Bali Nagar,
New Delhi-110 015 (India) | 85007 |

92. Indian Council of Social Science Research, 85008
35, Feroz Shah Road,
New Delhi-110 001 (India)
93. Print House (India), 85009
5, Tej Bahadur Sapru Marg,
Lucknow-226 001 (U.P.)
(India)
94. Mandira, 85010
16, Southern Avenue,
Calcutta-700026 (India)
95. Delhi Library Association, 85011
P.B. No. 1270,
C/o. Hardinge Public Library,
Queen's Garden,
Delhi-110006 (India)
96. Biblia Impex Pvt. Ltd., 85012
2/18, Ansari Road,
Darya Ganj,
New Delhi-110 002 (India)
97. Society of Servants of God, 85013
Yashwant Place,
Satya Marg, Chanakyapuri,
New Delhi-110 021 (India)
98. Jupiter Publishers, 85014
C-157, East of Kailash,
New Delhi-110 065. (India)
99. Narosa Publishing House, 85015
6, Community Centre,
Panchsheel Park,
New Delhi-110 017 (India)
100. Books & Books, 85016
C-4-A/20A, Janakpuri,
New Delhi-110 058 (India)
101. Interprint, 85017
Mehta House,
16-A, Naraina-II,
New Delhi-110028 (India)
102. New Light Publishers, 85018
B-8, Rattan Jyoti,
18, Rajendra Place,
New Delhi-110 008 (India)
103. Natraj Publishers, 85019
17, Rajpur Road,
Dehradun-248001
Uttar Pradesh (India)
104. Paribus Publishers & Distributors, 85020
14, Nizamuddin Market
(West),
New Delhi-110 013 (India)
105. Neeraj Publishing House, 85021
B-3, Ashok Vihar-II,
Delhi-110 052 (India)
106. Pitman S.S. Publications, 85022
51/3, D.B. Gupta Road,
Karol Bagh,
New Delhi-110 005 (India)
107. Sharda Prakashan, 85023
33/1, Bhul Bhullian Road,
Mehrauli,
New Delhi-110 030 (India)
108. Uppal Publishers House, 65024
3, Ansari Road, Darya Ganj,
New Delhi-110 002. (India)
109. University Grants Commission, 85025
35, Ferozeshah Road,
New Delhi-110 001 (India)
110. Marg Publications, 85026
Army & Navy Building,
3rd Floor, 148, Mahatma
Gandhi Road,
Bombay-400 023 (India)
111. Universal Book Corporation, 85027
546, Jer Mahal,
Dhobi Talao,
P.B. No. 2540,
Bombay-400 002. (India)
112. India Book House Pvt. Ltd., 85028
Mahalaxmi Chamber,
5th Floor, 22 Bhulabhai Desai
Marg,
Bombay-400 026 (India)
113. The Law Book Co. Pvt. Ltd., 85029
Sardar Patel Marg,
P.B. No. 1-004,
Allahabad-211 001 (U.P.)
(India)
114. Yatan Publications, 85030
208, Defence Colony Flyover,
New Delhi-110024 (India)
115. Agro Botanical Publishers (India), 85031
Old Ginnani,
Bikaner-334001 (India)
116. Y. R. Publications, 85032
7694, G.T. Road,
Delhi-110007 (India)
117. Ganganatha Jha Kendriya Sanskrit Vidyapeetha, 85033
Motilal Nehru Park (Company
Bagh),
Allahabad-211 002, U.P. (India)
118. Jugal Kishore & Co., 85034
23-C, Rajpur Road,
Dehra Dun-248001, U.P.
(India)
119. Indian Society of Developmental Biologists, 85035
Department of Zoology,
University of Poona,
Poona-411007 (India)
120. Unique Publications, 85036
3380, Baga Street,
Hauz Qazi,
Delhi-110006 (India)
121. Madurai Kamraj University, 85037
Pakala Nagar,
Madurai-625 021 (India)
122. Publication & Information Directorate, C.S.I.R., 85038
Hillside Road,
New Delhi-110012 (India)
123. The Students Stores, 85039
Kashmere Gate,
Post Box 1511,
Delhi-110006. (India)
124. Bookwell Publications, 85040
2/72, Nirankari Colony,
Delhi-110 009 (India)
125. Kerala Forest Research Institute, 85041
Peechi-680 653
Kerala (India)
126. National Information Centre for Drugs and Pharmaceuticals, 85042
Government of India,
Central Drug Research
Institute, Post-Box-173,
Lucknow-226 001 (India)
127. Ankur Publishing House, 85043
Uphaar Cinema Building,
Green Park Extension,
New Delhi-110 016 (India)
128. UDH Publishers & Distributors, 85044
4078, 1st Floor,
Nai Sarak,
Delhi-110 006 (India)
129. Disha Prakashan, 85045
138/16, Tri Nagar,
Delhi-110 035 (India)
130. Scientific Publishers, 85046
Maan Bhawan, Ratanada Rd.,
Jodhpur-342 001 (India)
131. Reliance Publishing House, 85047
3026/7-H, Ranjit Nagar
New Delhi-110 008 (India).
132. Malhotra Publishing House, 85048
A-38/3, Phase-I
Mayapuri Industrial Area,
New Delhi-110 064 (India)
133. Y.S. Shastry, 85049
Horoscope Bank,
D. No. 7-4-9, Rama Rao Peta,
Kakinada,
East Godavari Distt.,
Andhra Pradesh (India).
134. Kadambari Prakashan, 85050
A-5511, Sudarshan Park,
New Delhi-110 015 (India)
135. Anshu Prakashan, 85051
152/3, Jacob Pura,
Gurgaon-122 001
(Haryana) (India)
136. Spick & Span Publishers, 85052
1439/23, Hari Singh Nalwa
Street, Karol Bagh,
New Delhi-110 005 (India)
137. Yoga Institute, 85053
Santa Cruz (East),
Bombay-400 055 (India)
138. Manohar Publications, 85054
1, Ansari Road, Daryaganj,
New Delhi-110 002. (India)
139. Sundeep Prakashan, 85055
C-2/9, Community Centre,
Ashok Vihar Phase-II,
Delhi-110 052. (India)
140. International Publishers (India) 85056
82, Saakshra Apartments,
A-3, Paschim Vihar,
New Delhi-110 063.

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| 141. Sangeet Karyalaya,
Music Publishers,
Hathras-204 104 (U.P.)
(India) | 85057 | 158. Sahitya Niketan,
37/50, Gilies Bazar,
Kanpur-208001 (U.P.)
(India). | 85074 | 175. Bahai Publishing Trust,
6-Canning Road,
New Delhi-110001 (India) | 85091 |
| 142. Verman & Company,
A-2, Double Storey,
Motia Khan,
New Delhi-110 005 (India) | 85058 | 159. Prajna Prakashan,
34, Kailash Mandir,
Kanpur-208 001 (U.P. (India). | 85075 | 176. Tulsi Prakashan,
C/2098, Ramsagar Misra
Nagar,
Lucknow-220016 (India) | 85092 |
| 143. Usha Publications,
1, Ansari Road,
Daryaganj,
New Delhi-110 002 (India) | 85059 | 160. Chugh Publications
Publishers & Distributors,
P.B. No. 101,
2, Strachey Road, Civil Lines,
Allahabad (U.P.) (India). | 85076 | 177. Usha Publishing House,
Neem Street,
Veer Mohalla,
Jodhpur-342001 (India) | 85093 |
| 144. Gitanjali Publishing House,
2/12, Vikram Vihar,
Lajpat Nagar-IV,
New Delhi-110 034 (India) | 85060 | 161. Eastern Book Corporation,
124, Chanderlok Enclave,
Pitam Pura,
Delhi-110 034 (India). | 85077 | 178. Punthi Pustak,
136/4-B, Bidhan Sarani,
2nd Floor,
Calcutta- 700004 (India) | 85094 |
| 145. Amar Prakashan,
A 1/139-B, Lawrence Road,
Delhi-110035 (India) | 85061 | 162. Janaki Prakashan,
Publishers, & Distributors,
Ashok Raj Path, Chauhatta,
Patna-800004 (India). | 85078 | 179. Affiliated East-West Press Pvt.
Ltd.,
104, Nirmal Tower,
26, Barakhamba Road,
New Delhi-110 001 (India) | 85095 |
| 146. I.C.R.I.E.R.
40, Lodi Road,
New Delhi-110 003 (India) | 85062 | 163. Spirit India Publishers,
1588/31, Naiwala Gali
Karol Bagh,
New Delhi-110005 (India). | 85079 | 180. Lancer Press,
Post Box No. 3802,
New Delhi-110049 (India) | 85096 |
| 147. Islamic Centre
C-29, Nizamuddin West,
New Delhi-110 013 (India) | 85063 | 164. Dastane Ramachandra & Co.
Publishers Booksellers
& Distributors,
830, Sadashiv Peth,
Near Chitrashala,
Pune-411 030 (India) | 85080 | 181. Gyanodaya Prakashan,
Bara Bazar,
Mallital,
Nainital-263001 (India) | 85097 |
| 148. Amity Publication,
Vyapar Vikas Kendra,
Shanti Sadan Estate,
Mirzapur Road,
Ahmedabad. (India) | 85064 | 165. Pinka Agencies,
2845/1, Sant Nagar,
Delhi-110034 (India) | 85081 | 182. Theosophy Company (India)
P. Ltd.
Theosophy Hall,
40, New Marine Lines,
Bombay-400 020 (India) | 85098 |
| 149. Delhi Prakashan,
889/58, Tri Nagar,
Delhi-110035 (India) | 85065 | 166. Third Eye Foundation of India,
33, New Colony,
Kurukshetra (India) | 85082 | 183. Media Promoters & Pub-
lishers Pvt. Ltd.,
20-G, Noshir Bharucha Marg,
Bombay-400007 (India) | 85099 |
| 150. Caxton Publications,
B 3/53, Ashok Vihar Phase-II,
Delhi-110 052. (India) | 85066 | 167. Bhagirath Sewa Sansthan
R-10/144, New Raj Nagar,
Ghaziabad-201002 (India) | 85053 | 184. Vijayashree Enterprises,
B-4/16, Hanuman Ghat,
Varanasi-221001 (India) | 85100 |
| 151. Sundeep Prakashan,
C-2/9, Community Centre,
Ashok Vihar Phase-II,
Delhi-110 052 (India) | 86057 | 168. Dhoomketu Publications,
99-A, Jiwan Nagar,
Sonepat-131 001 (India) | 85084 | 185. Dadaguru Prakashan,
F/118, L.I.G.
Ravi Shankar Shukla Nagar,
Indore-452 008 (India) | 85101 |
| 152. International Commission on
Irrigation & Drainage,
48, Nyaya Marg,
Chanakyapuri,
New Delhi-110 021 (India) | 85068 | 169. Altamont Publications,
II-E/23, Central Market,
Lajpat Nagar-II,
New Delhi-110024 (India) | 85085 | 186. Library of Tibetan Works &
Archives,
Gangchen Kyishong,
Dharamsala-176215
Himachal Pradesh (India) | 85102 |
| 153. Akshar Publications,
B-250, Ashok Vihar, Phase-I
Delhi-110 052 (India). | 85069 | 170. Academic Publishers,
5-A, Bhawani Dutta Lane,
Post Box No. 12341,
Calcutta-700073 (India) | 85086 | 187. Ram Nath Kaul Library of
Philosophy,
Philosophy Department,
University of Allahabad,
Allahabad-211 002 (India) | 85103 |
| 154. Y. K. Publishers,
8, Parashram Nagar,
Shahganj, Agra-282010
(U.P.) (India) | 85070 | 171. International Books & Gifts
Centre,
P.B. No. 7191,
921, Jatwara, Daryaganj,
New Delhi-110 002 (India) | 85087 | 188. Modern Publications,
1/35, Roop Nagar,
Delhi-110 007 (India) | 85104 |
| 155. Calico Museum of Textiles,
Sarabhai Foundation,
The Retreat,
Shahibag, Ahmedabad-380004
(Gujarat) (India). | 85071 | 172. Lakeside Publishers,
D-1/16, Hauz Khas,
New Delhi-110016 (India) | 85088 | 189. Historical Research
Documentation Programme,
Post Box No. 319,
2-Gu/11, Jawahar Nagar,
Jaipur-302004 (India) | 85105 |
| 156. Vohra Publishers & Distributors,
36, M. G. Marg,
(Behind Plaza),
Civil Lines, Allahabad-211001.
(U.P.) (India). | 85072 | 173. Chatterjee Publishers,
49/A, Banerjee Para Road,
Calcutta-700041 (India) | 85089 | | |
| 157. Sahitya Shodh Sansthan,
8A/141, WEA, Karol Bagh,
New Delhi-110005 (India). | 85073 | 174. Dnyanesh Prakashan,
6-Nav Nirman Layout,
Pratap Nagar,
Nagpur-440 022 (India) | 85090 | | |

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|--|-------|--|--------|--|--------------------|
| 190. The Management Professionals Association,
15, Ramanathan Street,
T. Nagar,
Madras-600017 (India) | 85106 | 200. Fertilizer Development & Consultation Organisation,
C-110, Greater Kailash-I)
New Delhi-110048. | 85116 | 209. Ananda Niketan Trust,
68, Lulla Nagar,
Pune-411 040, Maharashtra,
(India). | 900008 |
| 191. Kali For Women,
N 84, Panchshila Park,
New Delhi-110 017 (India) | 85107 | 201. Crystal Ship Publishing,
104, Skylark,
60, Nehru Place,
New Delhi-110019. (India) | 900000 | 210. Automobile Association of Eastern India,
13, Promothesh Barua Sarai,
Calcutta-700019. (India) | 90000 ₉ |
| 192. Sakhi Prakashan,
Gota Wala Kothi,
Sadabad Gate,
Hathras-204101 (India) | 95108 | 202. Nirajna Publishers & Booksellers,
5/13, Roop Nagar,
Delhi-110007 (India) | 900001 | 211. Arora Publishers,
P. B. No. 701,
Sector 19-B,
Chandigarh. | 90001 ₀ |
| 193. Naya Prokash,
206, Bidhan Sarani,
Calcutta-700006 (India) | 85109 | 203. Rekha Prakashan
16, Daryaganj,
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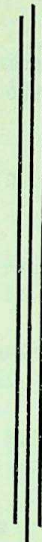
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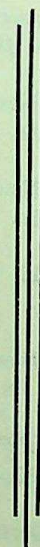
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BOOK REVIEWS

INDIAN BOOKS

Art & Architecture

SIKH ARCHITECTURE, by P.S. Arshi, 1986, 182pp., Rs. 350, Intellectual Publishing House, New Delhi.

This is a study of Sikh shrines known as gurudwaras, built up to the end of the 19th century in modern Punjab. No doubt, some scholars have made references to these buildings but their writings do not project a clear picture of Sikh architecture. So, this is for the first time that a full-length comprehensive study of Sikh shrines has been undertaken to establish its distinctive and independent existence as a school of architecture. The endeavour becomes more meaningful and urgent in the face of dismantling of old models and substituting them with new ones.

The work is based on an extensive field study of the entire modern Punjab. All the Sikh shrines extant or now lost have been documented at one place in order of their architectural typology and not their chronology. The study provides an insight into the ornamental scheme of Sikh architecture as well as of the continuity of the tradition through the ages as represented by the various shrines.

The Golden Temple, Amritsar, being the 'piece de resistance' of Sikh architecture, has been given a most comprehensive coverage by discussing the monument, its history and architecture.

THE KINGDOM THAT WAS KOTAH, by M.K. Brijraj Singh, 1985, 78pp., Rs. 250, Lalit Kala Akademi, New Delhi.

M.K. Brijraj Singh of Kotah and Rawat Nahar Singh of Deogarh have taken a deep and scholarly interest in miniature paintings which were at one time the cultural glories of the kingdoms where their ancestors ruled. With so many princely collections of paintings of Rajasthan widely dispersed and with many of them out of the country, it is indeed gratifying that Brijraj Singh and Nahar Singh should have preserved their treasures in the way of miniature paintings in the states to which they belong.

The Kingdom that was Kotah is a worthy companion volume to the Lalit Kala Akademi's *Kishangarh Painting*, a memorial to the late Eric Dickinson, the discoverer of the Kishangarh school.

It brings to light how varied and splendid are the paintings of the Kotah school, hitherto unknown. Of course, the primary emphasis is

on the paintings in the Kotah royal collection, part of which is in the Maharao Madho Singh Museum Trust, City Palace, Kotah.

THE CRITICAL VISION, by Jaya Appasamy, 1985, 123pp., Rs. 50, Lalit Kala Akademi, New Delhi.

All the essays on art in this volume (and some of them for reasons of bulk have not found inclusion) are a model of good writing, of reticence, and of a suave, ungrasping sensibility. Jaya is discreet and never hints at her own self. This was the shyness of a considerate individual, who though she could tackle ideas and issues of general public or artistic import with such disarming ease, herself remained in the background. Only her poems reveal this other personality. She handled this other art medium with a singular felicity.

The tone in "One Man Show" is minus acerbity. She is not looking down on the viewers even though feeling defenceless. Her essential compassion, softness and charity come to the fore in her poems 'Turtles' and 'Pieta'. There is sentiment, but no trace of sentimentalism. Her paintings are equally quiet and reticent suffused with a tranquil vision.

Economics

DEVELOPMENT THEMES AND VARIATIONS: India's Problems of Economic Growth and Development, by M.S. Patwardhan, 1985, 216pp., Rs. 80.00, Blackie & Sons Publishers Pvt. Ltd., Delhi.

The problems facing the country and the economy are immense and there is no hope of tackling them successfully unless all sections of society, Government, trade unions, businessmen, thinkers, social workers and politicians work together in a cooperative endeavour to meet national goals. In this context it is necessary that industry's role and potential contribution in this vital national task is understood. For this purpose, leaders of industry need to speak about major issues in simple and logical terms without jargon and polemics.

The book will serve as a contribution to India's economic history and development and it will be of interest not only to managers and economists but also to politicians and bureaucrats concerned with the formulation of economic and industrial policy. It may also be of use to graduate and postgraduate students of economics and management science as a source of background reading. Some parts could be of interest to those abroad in international institutions and in developing countries who are concerned with the process of economic growth and development in the Third World.

Gardening

THE ROCK GARDEN, by M.S. Aulakh, 1986, 112pp., Rs. 125, Tagore Publishers, Ludhiana.

The Rock Garden is a pioneering work by Padam Shri Nek Chand. It is a dream realised. Thousands visit this art-creation, obviously feeling elated and amazed at the stupendous work, but not many perhaps comprehend the hidden meaning within. To

the generality of visitors, the concept of the garden remains illusive.

The present work by M.S. Aulakh aims at explaining and interpreting the wonderland of Nek Chand with photographic reproduction of the different corners in the garden right from the entrance to the exit. The author reads a lyric writ in the rocks. This lyric has been visualized and presented in all details in this short volume. In its own way, this book will be found very useful, both by those who have already seen it and those who may be the prospective visitors to this unique gallery of creative art. The garden conveys a message of human solidarity which is the dire need of the contemporary world.

History

HOLDING INDIA TO THE EMPIRE: The British Conservative Party & The 1935 Constitution, by Carl Bridge, 1986, 232pp., Rs. 125, Sterling Publishers, New Delhi.

The Government of India Act, 1935. Congress called it a "charter of slavery"; the British government claimed it was a blueprint for dominionhood; Churchill denounced it as a "monstrous monument of sham built by pygmies, a recipe for "abdication and scuttle".

Controversy has swirled round the Act ever since. Its British defenders point out that it formed the basis for independent India's 1950 constitution. Nationalist historians see in it the seeds of Partition.

Drawing extensively on the rich government and private archives in India and Britain, this study in "high politics" uncovers the motives and tactics of the British.

The author argues that the Act was intended more to protect Britain's remaining financial, military and other interests in India than to give away power. Its framers hoped to manipulate India's political arithmetic to produce an anti-Congress

alliance of Princes, Liberals, Muslims and lesser minorities that would prop up the British Raj. But the 1937 elections demonstrated the power of Congress and laid the policy in ruins.

Health & Cure

YOGA IN DAILY LIFE, by K.S. Joshi, 1985, 208pp., Rs. 18, Orient Paperbacks, Delhi.

Is human life on earth a matter, fundamentally, of misery and sorrow? This is a problem which seems to have engaged the minds of the Indian thinkers from ancient times. The answer to this question, as most of them appear to believe, is in the affirmative.

This is a compact and yet a complete book on the ancient Indian wisdom of yoga—the science of health and physical well-being, of mental concentration, the dhyana, and serenity. It is a happy blend of the philosophy of yoga, which the author discusses briefly, and how the practice of yoga can be adopted in everyday life to provide a natural and easy way to take care of oneself at every age, to add zest and youthfulness to our lives.

The focus of the book is practical. All the physical elements of yoga are described and the methods and techniques of performing the various *asanas*, yogic *kriyas* and *mudras* explained with the help of photographs. The language is simple and lucid.

ASTHMA AND ALLERGIES: Causes, Prevention and Treatment, by Dr. O.P. Jaggi, 1985, 176pp., Rs. 18, Orient Paperbacks, Delhi.

Asthma and allergies are more manageable than most other diseases. They can be prevented from occurring, and they can be controlled if they have already occurred. This, however, can be achieved only if the patients know the fundamental facts about them. This book describes ways and means to recognize that a

particular set of symptoms is allergic in nature; to find out what is the cause of these allergic symptoms; and to take measures to get rid of the allergic condition.

An allergy is a reaction to a harmless substance—harmless because the substance inducing an allergic reaction is perfectly harmless to people at large but even minute amounts of it can affect an allergy-prone individual. These substances can be pollens of flowers, spores of fungi, house dust, eggs, fish, wheat, nickel, chromium, penicillin, etc.,—all harmless except to those who are allergic.

Allergy problems can be prevented and successfully managed. Knowledge of fundamental facts and correct approach are prime requisites for their successful treatment.

BREAST SELF-EXAMINATION, by Dr. Albert R. Milan, M.D., 1986, 128pp., Rs. 25, Orient Paperbacks, Delhi.

Breast Self-examination is the first and only health manual solely devoted to the techniques of BSE. The author, Dr. Albert R. Milan, has spent his entire professional life researching breast cancer—the No. 1 killer of women today—in an effort to devise a reliable, easy method of detection that will help save the lives of the millions to women who contract breast cancer each year.

In this book, he explains and illustrates his proven method of BSE, developed by him for his patients and colleagues. With his easy, ten-minute-a-month programme every woman can monitor the health of her breasts with a thoroughness and assurance that complement the services of her doctor.

Literature

THE GREAT ENCOUNTER: A Study of Indo-American Literary and Cultural Relations, by R.K. Gupta, 1986, 284pp., Rs. 140,

Abhinav Publications, New Delhi.

A sensitive, perceptive, and comprehensive analysis of literary and cultural relations between India and the United States from their beginnings in the seventeenth century until the present day, *The Great Encounter* not only examines the specific reciprocal influence of individual authors and thinkers, but also explores in depth and detail the myriad and complex ways in which the two countries have impinged upon the consciousness of each other. It also stresses the role of inter-cultural communication in dispelling stereotyped images which nations and peoples tend to have of one another due to lack of information, and in bringing about a genuine understanding firmly rooted in a realistic assessment of values, objectives, and aspirations.

Although the primary focus is literary, the work is written from a consistently broad perspective which includes other spheres of cultural activity such as music, painting, sculpture, film and journalism. Lucid and lively in style, and eminently readable, it is addressed not only to the specialist but to the interested general reader as well.

THE EPIC OF RANA SURAT SINGH, by G.S. Talib, 1986, 168pp., Rs. 65.00, Publication Bureau, Punjab University, Chandigarh.

Rana Surat Singh, a romantic allegory woven round a religious-ethical theme pertaining to Sikhism, is the pre-eminent work not only in Bhai Vir Singh's cannon but in the whole range of modern Punjabi letters. This is the solitary epic in modern Punjabi, and, apart from telling an absorbing tale, has interpreted a whole epoch in the history of the Sikh people, and done not a little to emphasize the basic truths of Sikh teaching. Furthermore, it has provided an answer to the socio-political dilemma of the Sikh people in the post-conquest period after the

annexation of the Punjab by the British Government in 1849.

Two features of the book stand out remarkably. One is its allegorical meaning in the context of the history of the Sikh people in the nineteenth century, and the other is its superb poetry, which encrusts it like the decorations on an ancient Hindu temple or a medieval church. Of this poetry the reader will come across numerous examples over long tracts in the original, such as that about rain, moonlight or sleep. These distract somewhat from the narrative, but give sheer aesthetic delight. The flow of words has a power and spontaneity that should place these portions in the class of some of the best romantic poetry.

THE POEMS ON THE THAR, by Dr. L.S. Rathore, 1986, 98pp., Rs. 30, The Thar Bliss Publishing House, Jodhpur.

The Thar becomes a haunting incantation as one makes one's way through this verse sequence. There is a bond of kinship among devotees of the desert, though they may inhabit different continents. One such wrote, "It is easier to accept the message of the stars than the message of the salt desert. The stars speak of man's insignificance in the long eternity of time; the desert speaks of his insignificance right now."

The author of the poems in this slim volume has experienced the enchantment of the desert, in terms both sensual and spiritual, and would transmit some idea of his experience to the attentive reader.

Palmistry

EVERYBODY'S GUIDE TO PALMISTRY, by S.K. Das, 1986, 266pp., Rs. 125, Sterling Publishers, New Delhi.

A product of study, research and experiments lasting over 35 years, this book unfolds the secrets of the science of palmistry discovered over

centuries of human endeavour. It presents, in a language easily understood by the lay reader, traditional as well as modern methods of hand-reading, blending them to arrive at sound predictions.

Among the highlights of the book are: scientific analysis of the hand; judgement of character and personality—its shortcomings and capabilities; choice of profession; selection of spouse; diagnosis of diseases; advance warnings of adverse life situations.

A comprehensive, profusely illustrated treatise, it will enable the reader to make the best use of palmistry in his practical life.

Political Studies

INDIA'S FREEDOM STRUGGLE: SEVERAL STREAMS, edited by Jagannath Sankar, A.B. Bardhan, N.E. Balaram, 1986, 286pp., Rs. 80, People's Publishing House, New Delhi.

The centenary of Indian National Congress was a historic event. Despite weaknesses, vacillations and at times even blunders, Himalayan or otherwise, on the part of the leadership, it is the Indian National Congress that ultimately steered the country to freedom. The fact needs to be recorded that the struggle for independence neither started with the establishment of Congress nor was the battle fought exclusively under Congress's banner and on Congress platform. It will also be wide off the mark if it is claimed that Indian National Congress absorbed all the rich heritage of the earlier anti-colonial struggles.

The revolt of the Indian sepoys in 1857 was rightly termed as the First War of Independence by Karl Marx. It was preceded by a series of uprisings by Indian peasants, tribals and various religious sects. This volume contains contributions by various participants of these struggles and by eminent scholars. Focus has been fixed on this vast spectrum.

THE MAHATMA AND THE NETAJI: Two Men of Destiny of India, by Samar Guha, 1986, 256pp., Rs. 125, Sterling Publishers, New Delhi.

Mahatma Gandhi and Netaji Subhas Chandra Bose were both men of destiny of modern India. It is generally said that Gandhi was a firm believer in non-violence and Bose in violence. The former adopted peaceful means of civil disobedience, while the latter followed the path of revolution.

This book makes an attempt to rediscover the basic nature of the political and ideological relations between the two. It also evaluates their contributions towards the attainment of Independence and determines whether there was any common ground of identity between them.

The author presents the personal faiths, political views and ideological thoughts of Gandhi and Bose in a new perspective of synthesis and harmony. He concludes that they were rather close to each other in these respects. Both strove to evolve a national ideology for the people to follow.

ASIAN DIMENSION OF SOVIET POLICY, edited by D.D. Narula & R.R. Sharma, 1986, 252pp., Rs. 140, Patriot Publishers, New Delhi.

A titanic struggle between two well demarcated forces is being waged throughout the world: one determined to annihilate our beautiful planet called Mother Earth, with its fiendish nuclear armour, and the other to save it and its thousands years old civilisation. In other words, the main issue of our epoch is: whether war or peace. In this struggle Asia occupies a very important place, and plays a very vital role in safeguarding humanity.

From the very beginning, the Soviet Union has been in the forefront of this struggle, and as the Editors of this volume have rightly observed, "has displayed a high

degree of responsibility for preservation of peace, both for the present and future generations".

Asian Dimension of Soviet Policy contains two parts. In the first part seven Indian and one Vietnamese scholars have presented the Asian viewpoint of Soviet policy, and in the second part Soviet scholars have presented their viewpoint. The articles that bear the stamp of their scholarship analyse objectively various aspects of Soviet policy in the Asian context.

SOUTH ASIA IN TRANSITION: Conflicts and Tensions, edited by Kalim Bahadur, 1986, 320pp., Rs. 160, Patriot Publishers, New Delhi.

Almost all the countries of South Asia, having a long history of direct or indirect colonial rule, face problems which have common origins that are rooted in the colonial legacy.

These countries no doubt have won their political independence, yet their economic independence and self-reliance is a far cry. They are facing imperialist pulls and pressures of both economic and political varieties. Many of them are used as pawns in the world (capitalist) market and also cat's paw in attaining the global strategic objectives of the imperialists.

THE YOGI AND THE BEAR: A Study of Indo-Soviet Relations by S. Nihal Singh, 1986, 324pp., Allied Publishers, New Delhi.

This is an historical narrative of Indo-Soviet relations from Indian independence in 1947 to the present day, with a brief speculative look at the future. The author chooses the narrative, rather than the purely analytical, form to bring out the flavour of these relations, their dynamics and the political events and climate in India that have shaped them. The last element tends to get somewhat neglected in most accounts of the Moscow-New Delhi relation-

ship. Yet, as the reader will discover for himself, domestic circumstances have played a major role in sustaining what has become the most important aspect of India's external policy.

It is of course, an India-centred account, although the author has drawn upon his experiences as a foreign correspondent in Pakistan (in rather unique circumstances) and the Soviet Union, and on Pakistani, Chinese, Soviet and American sources, published and otherwise, to attempt to give all sides of the picture.

ONE MAN'S WORLD By Karan Singh, 1986, Rs. 150, Allied Publishers, New Delhi.

This collection of essays, spanning three decades of Karan Singh's creative writings on diversified areas of life and ideas, brings out the range, consistency and integrity of his thought and his long labour for a new India and a new world.

The book divides itself into three parts. The focus in the first is on political and sociological issues such as the viability of parliamentary democracy, the imperative need for a new educational philosophy, synthesising perennial values with emerging scientific advances, and recasting planning priorities with emphasis on ecological and holistic technologies. The second part deals with metaphysical and religious issues, moves through evolutionary doctrines and possibilities, and returns to a consideration of new designs of living and the convergence of science and consciousness. The masterly essays on Hinduism highlight the essential characteristics of this vast and varied tapestry of beliefs, and gives a creative interpretation in contemporary terms.

Altogether, this volume illuminates a new hope and a new perception.

Shiv Lal's Politico-Legal India (1986), 5 Vols. Rs. 5000/- (\$ 1000), Archives Publishers, Distributors, New Delhi.

From the early years of the 20th century, studies relating ancient Greek Philosophy to ancient Indian political thoughts were initiated. Over the years more dimensions of political processes were unearthed. Focus on sectarian and non-sectarian section, relation of Hindu fundamentalism and politics are arenas significantly discussed. Vol. I comprises 2 parts—Sectarian and Secular in about 1000 pages. In Vol. II a historical study of the electoral and ministerial politics of India and its administrative units and connected data are presented through these two fulsome volumes. Vol. IV is a guide to the righteousness or otherwise of governmental politics throughout the past over one and a half decades upto December 1985. The verdicts include subjects like political parties, ministerial high-handedness, governmental curbs on people's rights and petitions from people and politicians during and after the polls, covering over 1,300 pages. Vol. V is a historical study of the past constitutions bringing you on to the existing constitutional philosophy. Included in it as supplementary knowledge besides many political laws, are excerpts from India's present basic statute.

INTERNATIONAL RELATIONS SINCE 1945, by M.G. Gupta, 1986, 376pp., Rs. 50, Chaitanya Publishing House, Allahabad.

This revised edition of the book is a new work under a new caption. In it emphasis has been placed on the events that occurred during the last 20 years. The story has been brought up-to-date. Readers wishing to pursue the study of any aspect covered in the book may refer to the Suggested Readings at the end. A subject

Index has also been added for ready reference.

Reference

MANORAMA YEAR BOOK 1986, 864pp., Rs. 25, Manorama Publishing House, Kottayam.

The most complete one-volume reference book available in India, the Manorama Year Book has for twenty years been hailed as the best of its kind. It is the most accessible ready source of information on India and the world, on every field of human activity and on all aspects of human knowledge to the very frontiers.

The book has been divided into four parts: 1. Science and Technology; 2. World Panorama; 3. India and States; and 4. World of Sports. A unique feature of the present edition is the four special features added to the four parts. This is in line with the internationally accepted pattern of *Britannica Book of the Year*. World of Sports has a special feature—Boris Becker, the Tennis Prodigy. Special mention of P.T. Usha, the Jewel in the Crown, has also been made. And the highlights of this year's Seoul Asiad too.

Among the exhaustive new chapters are: Space Exploration; Test-tube Babies; AIDS and Cancer; Lasers; The Healing Beam; Classics, Old and New; Music and Communication; 40 years of the UN; The Geneva Summit; International Hotspots; Disasters; 100-year-old Congress; The Year of Accords; New Economic Policy: The Seventh Plan; Atoms for Peace; TV's Jubilee Jump; New Direction for Education; Health for All; The Ganga Plan and Who's Who in India.

AN ACCOMMODATION GUIDE TO INDIA, 1985, 159pp, Rs. 20, Tamilnad Printers and Traders Pvt. Ltd., Madras.

In this book is certainly not all the accommodation that is available to

the traveller in India. But it certainly is a considerable part of it. There are thousands of dak (travellers') bungalows throughout the country, forest rest-houses and a host of other 'official' quarters. There are also a myriad little hotels and 'lodges' and guest-houses both authorised and unauthorised. And there are countless sarais, choultries; dharmasalas and similar types of dormitory accommodation in pilgrim centres.

All luxury and first class accommodation and most moderate accommodation in India have airconditioned rooms and attached bathrooms. Some of the less expensive moderate accommodation and all the inexpensive hotels have been listed on the basis that they have some airconditioned rooms and/or attached bathrooms.

Religion

BRAHMA IN THE PURANAS by Mohammad Israil Khan, 170pp.+ 38 plates, Rs. 90, Crescent Publishing House, Ghaziabad.

Brahma is one of the most important deities of the Puranas. In Vedic literature he is not mentioned, but later on emerges as a foremost god. Generally, savants have been indolent towards him as they desisted from writing about him. The present work aims to fill the gap. The work is divided into five chapters. The first chapter highlights the importance of Brahma and the place occupied by him in the Puranas. In the following chapters many obscure aspects of the personality of Brahma have been explained.

Symbol plays a key role in Hinduism. An attempt has been made to explain the various symbols related to Brahma. The ordinary reader knows Brahma by a few names. The book presents a list of names which suggest deep meanings. It contains 38 plates of the God's images.

HISTORY OF BUDDHISM IN ASSAM (300 BC-1300 AD) by S. Sasanananda, 1986, Rs. 165, Bahri Publications, New Delhi.

History of Buddhism in Assam traces the advent of Buddhism in Assam and is based on the historical records and accounts of Hiuen Tsang. Until the time of Emperor Ashoka Buddhism had not died out in Assam.

The book gives an exhaustive account of the history and growth of Buddhism in Assam and provides the researcher with comprehensive reference material for further investigation of this very important religion.

Science & Technology

AUTOMOTIVE CHASSIS & BODY, by P.L. Kohli, 1985, 286pp., Rs. 30 Papyrus Publishing House, New Delhi.

The automobile is a unique technological achievement. Servicemen and engineers must understand the constructional and working details of the various components and assemblies of the automobile in order to be more useful to the industry and its development. The service manuals provided by the manufacturers do not enable one to understand the vehicle. At best they can serve as reference works.

The book contains a large number of illustrations obtained from different manufacturers of vehicles, vehicle components and assemblies. Certain details and descriptions used in it have also been provided by them. The book incorporates the maximum possible details in order to make it useful to both automobile engineers serving in the field and students of automobile engineering pursuing their studies at the degree and diploma levels.

PRINTERS' ESTIMATING, COSTING AND ACCOUNTING, by R. Krishnamoorthi, 1986, 139pp., Rs. 50, Indian Academy of Printing & Graphic Arts, Bangalore.

The need to evolve a simple

costing system to gauge profitability in the printing industry has often been stressed. Stalwarts like S.A. Sapre, L.R. Nagpal and Vijay Kumar Makhija have been advocating avoidance of unhealthy competition and undercutting of rates. In this book the author explains the fundamentals of a costing system, attempting to initiate press owners to develop procedures suited to individual needs.

A TEXT BOOK ON COMPUTER PROGRAMMING, by M. Radhakrishnan, 1985, 214pp., Rs. 25, Pratheeba Publishers, Coimbatore.

Computers now cover a wide spectrum of applications in the fields of science, education, business and industry. They prepare our pay bills, book our tickets, design airplanes, fabricate automobiles, watch inventory, keep tabs on budget running, teach lessons, catch criminals, arrange marriages, advise patients, remind us of appointments, time cooking and ...well the end is not visible.

This book has been written completely in consonance with the syllabus prescribed by the Directorate of Technical Education, Madras, for the above subject. It can also be used by others who want to learn about computers and computer programming. It describes in sufficient detail the concepts of computers and programming using simple language and numerous examples.

A TEXT BOOK ON TRANSPORTATION ENGINEERING, by V.M. Marrimuthu, R. Murugesan and S. Ramachandran, 1986, 231pp., Rs. 22.50, Pratheeba Publishers, Coimbatore.

With the introduction of revised syllabii in the faculty of Civil Engineering and the establishment of a number of new polytechnics in Tamil Nadu, the need for a suitable book dealing with Transportation Engineering in a systematic and lucid manner with the help of sketches has

been felt by the students and teaching staff. The book satisfies this need.

FOREIGN BOOKS

Art & Sculpture

SACRED INDIA: Hinduism, Buddhism, Jainism, by Ann C. Boger and Joellen K. DeOreo, 1986, 60pp., \$7.95, Indiana University Press, Indiana, USA.

The art of ancient India interprets visually the diverse aspects of divinity as conceived by three indigenous religions—Hinduism, Buddhism, and Jainism. *Sacred India* introduces the major images of these traditions, explaining their iconography and the beliefs associated with the deities they represent. The discussion of Hindu images presents the varied manifestations of Hinduism's four major gods—Brahma, Vishnu, Shiva and Devi—and a few of the myths surrounding them.

Consideration of Buddhist art focuses on the four main events in the Buddha's life—Birth, Enlightenment, First Sermon, and Death—and the Bodhisattvas, or compassionate intermediaries.

Jaina art is represented by selected images of the Tirthankaras, or twenty-four great teachers, who exemplify the perfection attainable through strenuous self-discipline. Thirty-six black-and-white illustrations, including reproductions of sculpture and manuscript paintings from the Cleveland Museum of Arts' extensive Indian collection along with photographs of major monuments in India, enhance this useful introduction to Indian religious art.

KUSHAN SCULPTURE: Images from Early India, by Stanislaw J. Czuma, 1986, 256pp., \$55.00, Indiana University Press, Indiana, USA.

India's rich sculptural tradition dates from the age of the Kushan dynasty (1st-3rd centuries AD), the

formative period of Buddhist iconography. Kushan artists were the first to sculpt human images of the Buddha and to render portraits of India's rulers in the plastic arts. Reproduced and analyzed in this important exhibition catalogue, the first devoted to Kushan art, are 130 examples of the two major sculptural traditions of the Kushan period—Gandharan and Mathuran. Gandharan sculpture, reflecting Graeco-Roman influence, tended toward realism and crisp outline; by contrast, Mathuran art, inspired by indigenous nature cults and the developing religions of Hinduism and Buddhism, produced the solid and fleshy model upon which later Indian sculpture was based.

In this book the introductory essay explains the religious, political, and sociological context of Kushan art and proposes a new chronology. Each object is fully illustrated and is described in a detailed catalogue entry. Rare examples of Jaina and Hindu sculpture are included as well as Buddhist examples, providing a comprehensive survey of the diverse types of Kushan sculpture.

Biography

RANDOM REMINISCENCES of Lord Fletcher of Islington, 1986, 281pp., £8.50, Bishopsgate Press, London.

In *Random Reminiscences* Lord Fletcher tells something of the varied interests which have occupied his long and active life of more than four score years and two. Although a Londoner by birth with a deep and abiding affection for the capital which had been the place of so much of his work, he had not been blind to its less pleasant aspects. Thus a sense of justice and integrity inherited from his father, as well as an awareness of the deprivation suffered by many Londoners, led him to throw in his lot with the Labour Party at a comparatively young age; since

when he served first as MP for East Islington, until eventually in the Wilson Government of 1964 he became Minister Without Portfolio, and subsequently Chairman of Ways and Means with the added responsibilities of Deputy Speaker.

Lord Fletcher would surely describe himself as a Christian Socialist for from his earliest days the Church has been a determining factor in his life. If the Church for him means the established Church of the land, his outlook is truly ecumenical; as his reply to the question as to whether he was a Protestant or a Catholic "I am both", leaves one in no doubt.

THE QUEEN OBSERVED, edited by Trevor Grove, 1986, 192pp., £9.95, Micael Joseph, London.

Illustrated throughout with superb photographs gathered from all over the world, the book includes intimate snapshots as well as memorable photojournalism. Sharply and informatively captioned, these pictures from one of the best photo collections ever assembled, capturing sixty years in the life of Her Majesty and enhancing this acutally observed celebration by the world's oldest *Sunday* newspaper.

This book does not solve that conundrum. Instead it explores its facets, shedding light on them from different directions and deliberately viewing the reflections through more than one pair of eyes and one photographer's lens. The *Observer* writers who feature here are not experts on the Royal Family. They are either columnists and feature writers who appear regularly in our newspaper and magazine pages, or specialists in quite other fields. Nor, in many cases do these photographs come from the ranks of favourite court snappers. In other words this book is not the product of spurious inside information; it is the product of trained eyes and thoughtful minds. It is not the Queen anatomized; it is the Queen observed.

Cookery

COOKING FOR KIDS THE HEALTHY WAY: Wholesome recipes with child-appeal, by Joanna Pay, 1986, 127pp., £ 3.95, Martin Dunitz Publishers, London.

The book aims to supply parents with the necessary information on how to feed their young growing family in the healthiest way possible using simple recipes and cheap ingredients. One of its main themes is its simplicity. It is aimed at busy parents with little time to prepare their weekly menu who need quick, simple, and, most importantly, healthy alternatives to convenience foods. Many of the recipes can be prepared in less than thirty minutes.

The recipes are divided into sub-sections covering everything from breakfast to the evening meal, including party catering, drinks, packed lunches and barbecues. Each section has an introductory passage full of useful tips on preparing food for that particular meal. All the recipes are low in saturated fat, and high in unrefined carbohydrate and fibre, and each carries a simple analysis of its carbohydrate, fibre, protein and fat content.

Economics

THE ECONOMIC ANALYSIS OF TAXES, by Vladimir Salyzyn, 1985, 163pp., price not given, Detselig Enterprises Ltd., Calgary, Alberta.

The book explains the use of economic models in studying the effects of taxes on the decisions of households and business firms. The emphasis is on trying to find out who bears the burden of taxes and on determining the effects of taxes on economic efficiency. The book also reviews the influence of taxes on the supply of labour and capital and the effects of taxes on the levels of employment and inflation.

The book relies almost exclusively on diagrammatic analysis supported

by empirical evidence gathered in Canada and elsewhere. It is intended to be used as a textbook in senior undergraduate university courses dealing with the economic analysis of tax theory.

Gardening

THE GARDEN EXPERT, by Dr. D.G. Hessayon, 1986, 128pp., price not mentioned, PBI Publications, England.

Your garden may cover many acres, with a stately home at its centre. Or it may be no larger than one of the small rooms in that grand house. In either case it is your garden—to change, care for and use as a refuge from a world filled with stress.

This book attempts to set out the fundamental principles—becoming an expert calls for combining the knowledge gained from books with a great deal of careful observation and practical experience.

Contents: Looking at Your Garden; Soil; Climate and Weather; Plants; Tools and Equipment; Techniques; Troubles; Greenhouse Gardening; Water Gardening; Garden Design; Non-living Features.

International Affairs

VENGEANCE: India After the Assassination of Indira Gandhi, by Pranay Gupte, 1985, 368pp., price not mentioned, W.W. Norton & Company, London.

Both the title and the subtitle of the book epitomize its subject matter. The vengeance by the two security guards who were trusted too much by the victim and the riots that followed the assassination are depicted in a picturesque narration.

The author tries to be objective and impartial in his observations, but on perusing the book thoroughly one is constrained to feel that he is doing too much of a good thing. His views

are tilted towards the ethnic minorities of India whom he thinks to be justified in being out of the mainstream of Indian nationalism. This attitude of his is taken notice of even by the writer of the foreword to the book, who says: "With regard to the question of the Sikhs, I disagree with Pranay Gupte. . . Mrs Gandhi could not negotiate effectively with the Sikhs because the decent Sikhs dithered while murderous fanatics emerged from the shadows of Sikhdom. Nobody can negotiate with the IRA provos or the Red Brigades. . . The terrorist game is to incite Hindu against Sikh so that the mass of Sikhs will be driven into the extremist arms. It is a filthy game and I hope it does not work."

GORBACHEV: The Path to Power, by Christian Schmidt-Hauer, 1986, 224pp., £ 12.95, I.B. Tauris & Co. Ltd., London.

When Mikhail Gorbachev succeeded to the Soviet leadership one year ago, the West acclaimed him as a Western-style popular leader, while the Russians saw in him a new Lenin. This intimate portrait of Gorbachev shows him consciously projecting himself as a new Lenin and examines the influence on him of his wife Raisa, an unorthodox and innovatory political thinker in her own right.

Far more than just a study of the man, this book paints a fascinating picture of the factions and personalities in the Kremlin, of the tense power struggle that led to Gorbachev's rise, and of the fresh crop of non-ideological technocrats from the provinces who are the new power behind Gorbachev.

Most dramatically, the author has acquired exclusive access to new material on the past and background of Raisa Gorbachev which place her influence and role in Soviet policy-making in a completely fresh perspective.

CHINA'S FOREIGN RELATIONS IN THE 1980s, by Harry Harding, 1986, 256pp., \$8.95, Yale University Press, London.

Ever since its establishment in 1975, the China Council of the Asia Society has undertaken an ambitious programme of public education, aimed at promoting a greater awareness and understanding of China across the United States. This book represents a further effort in the China Council's ongoing education programme. It reflects the Council's conviction that the foreign relations of the People's Republic of China deserve closer attention and better understanding in the United States. Over the last forty years, China has evolved from a semi-colony to a candidate superpower whose voice is now heard on a wide range of global and regional issues, whose military and economic resources have grown substantially, and whose involvement in the international system has increased dramatically.

The book is also designed to encourage Americans to take a broader and more balanced view of China. In the more than a decade since President Nixon's historic journey to China in 1972, Americans have often been obsessed with the immediate bilateral aspects of Sino-U.S. relations.

BEATING TIME, by David Widgery, 1986, 128pp., £6.95, Chatto & Windus, London.

On May 4, 1978, the Bengali tailor Altab Ali was stabbed to death in East London. Starting from an examination of this murder, *Beating Time* is an insider's account of a campaign that had half a million people—from punks to parsons—rocking against racism. Rock Against Racism used modern electronic culture in its fight, and its concerts—described as 'Extraordinary moments of popular protest....by people who found in

multi-racialism a culture to be defended and the only way to relieve a social conscience without interrupting the party—exuberantly confronted the new racism that arose from the harsh realities of the modern inner cities.'

Beating Time is a passionate testament to an ideal, and a practical account of how that ideal was achieved.

SHOOTDOWN: The Verdict on KAL 007, by R.W. Johnson, 1986, 351pp., £10.95, Chatto & Windus Ltd., London.

In the early hours of 1 September 1983 a Korean Airlines Boeing 747 was shot down by a Soviet fighter and plunged into the Sea of Japan with the loss of all its 269 passengers and crew. Reactions around the world were of horror and indignation, and the second cold war passed into a yet more frigid phase. The Reagan Administration energetically propagated the view that KAL 007 had somehow drifted fatally off course as a result of an unforeseen human or technical error—a view which was, at the time, widely accepted. As time has gone by, however, doubts have grown as to whether this explanation could possibly be true. If not, the credibility of the Reagan Administration's entire cold war stance is in doubt—which is why the mystery of KAL 007 remains as live and critical an issue as when it was first shot down.

The Oxford political scientist, R.W. Johnson, has studied the case in unprecedented depth, and in this compelling and disturbing book he sets the story in its international and political context, and makes sense, for the first time, of the often bizarre theories which have grown up around the tragedy. At last, with this book, it is possible to reach a final verdict on the mystery of KAL 007.

Literature

GESTURES, by H.S. Bhabra, 1986, 288pp., £ 9.95, Michael Joseph Ltd., London.

This remarkable first novel is the autobiography of Jeremy Burnham, Englishman, gentleman, career diplomat, eighty-three years old and ready to die. Elegant, ironic and beautifully crafted, it is also the unwilling and unwilling confession of his compact with horrors of the century; and the story of his strange friendship with one of its most brilliant victims.

Posted to Venice in 1923, soon after Mussolini's rise to power, Jeremy meets Anthony Manet: scholarly, cosmopolitan and Jewish. But as Italy falls under the shadow of Fascism and a mutual friend is brutally murdered, Jeremy's diplomacy protects the guilty—and sets off a train of events that will climax twenty years later in the ruins of post-war Amsterdam, where the awful costs of love and freedom are extracted for this betrayal of moral conscience.

And like this history, whose exceptional terrors defy the orderly evasions of diplomatic prose and the proper organisation of civilized humanity, so Jeremy's confident memoirs of an 'ordinary' man run gradually out of his control, to become subtly and reluctantly a testament of complicity in the extravagant barbarism of the age.

Set in times when social and political structures were changing irredeemably, and constructed out of the hesitations and reticences of human nature and desire, *Gestures* is an elegy to a vanished liberalism and a lost generation: a beautiful and terrible reflection on memory and accountability, and a tale of eloquent and tragic force. It marks an outstanding literary debut.

FAIRY TALES, by Amy Ehrlich, 1985, 220pp., price not given, Walker Books, London.

Open this book and enter a world of enchantment. Here are nineteen of the greatest fairy tales of all time, captured in words and images that will remain with today's child for a lifetime.

From the sly peasant wisdom of "Puss in Boots" and "Jack and the Beanstalk" to the measured cadences and glittering romance of "Sleeping Beauty" and "The Twelve Dancing Princesses" to the dark and thrilling undercurrents of "The Snow Queen" and "Hansel and Gretel", Amy Ehrlich's retellings eloquently convey the full range of the original texts. And Diane Goode's illustrations, lavish in detail and nuance, make every page of every story a revelation.

The importance of fairy tales for children has long been known and it is underscored in Bruno Bettelheim's introduction to this collection. But what of adults? For those who are lucky enough to have a child next to them at bedtime (or anytime) to share The Walker Books of Fairy Tales, it is certain to be both a bridge spanning generations and a remarkable new testimonial to the mystery, fascination, and enduring magic of fairy tales.

Reference

BUCHER UBER BUCHER (Books About Books), by Sammlung Sigfried Taubert, 1986, 266pp., price not mentioned, Hauswedell & Nolte, Hamburg.

It was during his apprenticeship in the antiquarian department of the renowned company, Otto Harrassowitz, at Leipzig, that the author came to find joy in studying the wide field of book history. An abundance of illustrative material was at hand, among which the library of Prof. Fritz Milkau, Director General of the Preussische Staatsbibliothek,

figured prominently. This catalogue gives evidence of what has grown out of that in many different ways.

Helped by his Frankfurt duties, which made him Director of the Frankfurt Book Fair and manager of the German book exhibitions abroad, the author had access to literature on all aspects of book history.

WRITING FOR PLEASURE AND PROFIT by Michael Legat, 1986, 176pp., £4.95, Robert Hale Limited, London.

Some people seem to think that Creative Writing refers only to what might be termed imaginative writing, as opposed to anything which is basically factual and informational. But many who attend Creative Writing classes are interested in journalism or non-fiction books of various kinds, and those subjects, as well as the more imaginative forms, such as fiction, poetry and drama, are covered in this book.

If you want to be a writer this is the book for you. Brimming with useful advice and tips it warns against common pitfalls and teaches you how to adopt a professional attitude towards your work. Chapters cover such aspects of writing as the novel, short stories, non-fiction, articles, poetry, plays, radio and television scripts—even children's books.

Whether you are a beginner or a more experienced writer you will enjoy Michael Legat's lively anecdotes and down-to-earth approach.

Religion

ON THE WAY TO SUPERMANHOOD, by Satprem, translated from the French by Luc Venet, 1985, 196 pp., price not mentioned, Institute for Evolutionary Research, New York.

Man is not the end; man is a "transitional being", said Sri Aurobindo long ago. He is heading

toward supermanhood as inevitably as the minutest twig of the highest branch of the mango tree is contained in its seed. Hence, our sole true occupation, our sole problem, the sole question ever to be solved from age to age, the one that is now tearing our great earthly ship apart limb from painful limb is how to make this transition.

"It is this opening, this new development," says the author, "we would like to investigate in the light of what we have learned from Sri Aurobindo and Her who continued his work, the *modus operandi* of the transition, so we can grasp the handle ourselves and work methodically at our own evolution—perform experimental evolution—the way others try to make test-tube embryos, though they may only hear the echo of their own monsters."

"The secret of life is not in life, nor that of man in man, any more than the secret of the lotus is in the mud from which it grows, said Sri Aurobindo; and yet the mud and a ray of sun combine to create a higher degree of harmony. It is this site of convergence, this point of transmutation, that we must find."

THE PRAYERS OF THE BIBLE by R.E. Clements, 1986, 295pp., £7.95, SCM Press Ltd., London.

The Bible is obviously not a prayer book in the more commonly understood sense of that term, though one of its books, Psalms, has been used as a treasury of prayers down the ages. However, it does contain a great many prayer texts outside Psalms, and other passages describe how central biblical figures pray, even if they give no indication of the content of their prayers.

Here Professor Clements examines the nature of prayer in the *Bible*, not least the question whether prayer was felt to be something that anyone could engage in, or whether the help of priest or minister was needed in an

approach to God. He then goes on to study the texts of more than twenty extended prayers, from Abraham to the Book of Revelation.

Discussion of prayers attributed to Moses and Hannah, David and Solomon, Jeremiah and Ezra, Job and Daniel, Mary and Simeon, Jesus and Paul, not only opens up many of the concerns of contemporary biblical criticism, but also shows how study of devotional texts, like studies of art or music, can open our eyes to new riches and make words speak at a deeper level than before.

Sociology

WOMEN IN CULTURE AND POLITICS: A Century of Change, Edited by Judith Friedlander, Blanche Wiesen Cook, Alice Kessler-Harris, and Carroll Smith-Rosenberg, 1986, 412pp., price not given, Indiana University Press, Bloomington.

The book brings together a collection of essays by feminist scholars from England, France, Germany, Italy, the Netherlands, and the United States, many of whom helped establish women's studies curricula in their countries. Anthropologists, historians, literary critics, philosophers and sociologists, the members

of this international and interdisciplinary group are all engaged in research on aspects of women's social conditions, political vision, and/or artistic creations in nineteenth and twentieth-century Europe and the United States.

The book contains twenty-six articles, divided into four sections: Women in Historical Context; Women and Culture; Women and Politics; and Political Theory. Each part covers a wide range of subjects and approaches. But for all the variety, a connecting theme runs through the vast majority of these papers: sexuality and the construction of female identity.

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